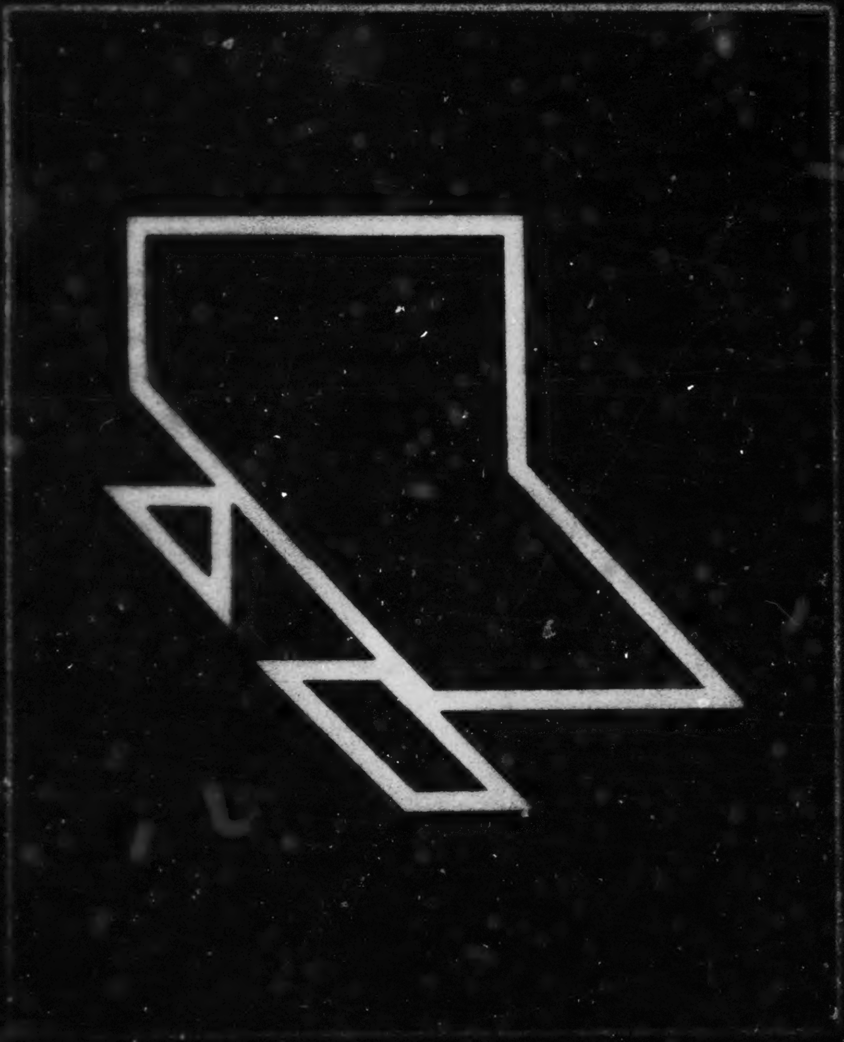
The Yellowhead 16 Tourism Region



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Acknowledgements

ACKNOWLEDGEMENTS

This study was funded through the studies and planning program of the Canada-British Columbia Travel Industry Development Subsidiary Agreement. The agreement, which provides a variety of programs for tourism development, is cost shared equally by the Governments of Canada and British Columbia through the Department of Regional Economic Expansion and the Ministry of Industry and Small Business Development respectively. Programs under the Agreement are administered jointly by the Ministry of Industry and Small Business Development and the Ministry of Tourism, and managed by a joint Federal Provincial committee.

The Consultants acknowledge with gratitude the assistance and co-operation received from the numerous government and private organizations and individuals during the preparation of this report.

The responsibility for the report as written, and all conclusions reached herein, is the Consultants alone, and does not necessarily reflect the opinions of those who assisted during the course of this investigaton and the Federal and Provincial Governments which funded the study.

Department of Regional Economic Expansion	Ministry of Industry and Small Business Development
Canadian Government Office of Tourism	Ministry of Tourism

Canadian Cataloguing in Publication Data

Main entry under title:
Province of British Columbia tourism development strategy

Co-published by Government of Canada, Regional Economic Expansion.
"Project no. 273001 under Canada, British Columbia Subsidiary Agreement on Travel Industry Development".
Contents: Vancouver Island -- Southwestern British Columbia -- Okanagan-Similkameen -- Kootenay Boundary -- Thompson-Shuswap -- Cariboo-Chilcotin -- Yellowhead 16 -- Peace River-Alaska Highway -- British Columbia Rocky Mountain.
ISBN 0-7719-9079-0 (set)

1. Tourist trade - British Columbia. I. Marshall Macklin Monaghan Limited. II. Stevenson & Kellogg Limited. III. L. J. D'Amore & Associates. IV. British Columbia. Ministry of Industry and Small Business Development. V. Canada. Regional Economic Expansion. VI. Canada-British Columbia Travel Industry Development Subsidiary Agreement.

G155.C3P76 338.4'791711044 C82-092322-2

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1.0 YELLOWHEAD 16 REGIONAL TOURISM PLAN

1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, a total of nine regional tourism plans, of which the Yellowhead 16 Tourism Region is one, have been prepared under the terms of the Canada-British Columbia Tourism Industry Development Subsidiary Agreement (TIDSA). The purpose of this document is to examine and assess tourism opportunities in the Yellowhead 16 Region and to outline development opportunities that could be undertaken by public agencies and through the private sector. In the preparation of this document, it was recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental limitations, and the needs of the travelling public. This Yellowhead 16 Tourism Development Plan is part of that process and has been prepared in accordance with the British Columbia Tourism Development Strategy.[1]

1.2 Regional Setting

The Yellowhead 16 Tourism Region, an area of approximately 317,000 square km in size,[2] is located in the central and northwestern part of British Columbia and includes the Queen Charlotte Islands. The area is defined by the Skeena and Omineca-Peace Resource Management Regions' boundaries on the south, the Pacific Ocean and the British Columbia-United States (Alaska Panhandle) border on the north, and on the east by the Omineca-Peace Resource Management Region, several resource management units' boundaries and the British Columbia-Alberta border.[3] The area is essentially similar to the combination of the four regional districts and one unincorporated region -- Bulkley-Nechako, Fraser-Fort George, Kitimat-Stikine, Skeena-Queen Charlotte, and the Stikine --

with small variations in the northeast of the Bulkley-Nechako, the north of the Fraser-Fort George, and the northeast of the Stikine. The boundaries of the tourism region were determined as a result of the preparation of a British Columbia Tourism Strategy.[4)]

With 33.4% of the province's area, only 158,000 persons or 6.4% of the total provincial population (1976 Census) are found within the study area. Prince George with a 1979 estimated population of 68,700, is the current major tourist service centre, followed by Prince Rupert, then Terrace and Smithers. There are no major destination areas in the Region in the same sense as the Okanagan or Shuswap Lakes for example. The one exception is the Lakes District in the Nechako Plateau landscape/planning unit which serves as a destination area for fishermen. Elsewhere, the Region attracts only small numbers of hunters and adventuresome outdoor vacationers who visit the vast wilderness areas and parks such as Spatzizi or Mount Edziza. Automobile touring is the major activity as visitors travel the Yellowhead 16 and Stewart-Cassiar Highways to view the landscape and "see the sights". The closest major markets are the urban centres of the Lower Mainland (1,277,000) including Greater Vancouver and Greater Edmonton (645,100), as well as the regional market of Prince George (68,700). Vancouver and Edmonton are the major air gateways for international visitors while Prince George has a regional air gateway role.

To the east of the Region is Jasper National Park and the Rocky Mountain national park system, international attractions drawing well over one million visitors annually. To the west lies the Pacific Ocean navigated by international (summer) cruise ships and the Alaska and British Columbia Ferries which stop in Prince Rupert on their respective journeys between Alaska and the southerly United States west coast, and Vancouver Island and Prince Rupert. Also to the west is the Alaska Panhandle, Skagway, the Chilkoot Trail, and the White Pass & Yukon Railroad, the latter two being historic 1890s routes to the Yukon goldfields. To the north one finds the

Yukon Territory traversed by the Alaska Highway and known for its Klondike gold rush history, Kluane National Park, and a vast arctic wilderness. To the south lies two tourism regions: the Thompson-Shuswap which contains the nationally important Trans-Canada Highway and the significant destination area of Shuswap Lake; and the Cariboo-Chilcotin best known for Barkerville Historic Park.

Encompassing one-third of the entire province, the Yellowhead 16 Tourism Region contains a number of landforms: the mountainous area in the eastern third (Cassiar, Omineca, Rocky and Columbia Mountains) including the Rocky Mountain Trench; the plateaux (Teslin, Stikine, Nechako) and basins (Fraser, Nass, Bulkley) in the central portion; and the coastal mountains and lowlands including the Queen Charlotte Islands in the western third. The Region is dissected by several major river systems, most notably the Fraser, Nass, Skeena, Stikine, and Dease, as well as containing numerous lakes especially those found in the central interior plateau. Within the Region, a limited travel network is provided by the Yellowhead 16 highway, which traverses the width of the Region (east-west), and three provincial highways running north-south. A few secondary and backcountry roads (mostly for logging operations) provide some additional access off the main highway corridors. Much of the Region, especially the northern half, does not have roads and is accessible only by floatplane, helicopter, foot, or horseback. Access to the Region by road is good as the Yellowhead 16 connects Edmonton with Prince George, while three north-south provincial highways intersect #16; one south joining the Trans-Canada, one north joining the Alaska Highway, and one continuing north and south joining both the Alaska Highway and the Trans-Canada. The Yellowhead 16 is the major auto and bus route into the Region from the east. The Stewart-Cassiar Highway, when completed, will be an alternate route from and to the Yukon and Alaska, and will compete with the Alaska Highway for tourist traffic.

There is an important regional airport in Prince George with connections to Vancouver, Edmonton and Whitehorse, but none directly west. There is one national railroad with connections directly to Edmonton and indirectly to Vancouver, and one provincial railroad with connections to Vancouver and Dawson Creek/Fort St. John.

The major economic activities in the Region are manufacturing including industrial, mineral, fish, and wood processing, forestry, fishing, government and retail services, mining and tourism. Tourism is important in Prince George and Prince Rupert and plays a major role in smaller communities such as Fort St. James, Hazelton, Stewart and Valemount.

In reviewing the Region's setting, the influences of adjacent areas on the Region's tourism potential can be assessed. The Rocky Mountains encompassing Jasper and Banff National Parks and the Icefields Parkway form the Alberta-British Columbia border create a very high profile eastern gateway to this Region. To the northeast and north respectively, the Peace River Region and the Yukon are gaining national recognition due to the exploration for and the development of oil and natural gas, and pipeline routes, while the aura of driving the Alaska Highway continues to draw visitors annually. The rugged coast of British Columbia and Alaska hosts international cruise ships each summer. A large volume of tourist traffic passes through the Thompson-Shuswap Tourism Region to the south, along the Trans-Canada Highway.

The Region itself is unique in that it stretches from the provincial border to the Pacific Ocean and is the largest of all tourism regions. Most of it is undeveloped, appealing to hunters, fishermen and the adventuresome.

1.3 Current Tourism Development

At present tourism in the Yellowhead 16 Tourism Region is not overly developed due to its substantial distance from major markets. This is evident in the lack of tourist facilities or poor quality of facilities in a number of communities. However, through the forum process it was reported that annual growth rates of tourism arrivals has been in the area of 12%. The Yellowhead 16 Tourism Region is seen primarily as a summertime touring area rather than as a destination spot. The area is popular with fishermen, hunters, skiers and tourists in recreational vehicles.

In the east, Prince George is a service centre and staging area for tourism in north central British Columbia. It is a transportation crossroads and tourists stay a relatively short time, although there are some convention facilities. In the west, Prince Rupert is a water-land transfer point and functions as an international gateway. Many tourists pass through on the British Columbia or Alaska ferry systems but few stay long. Again because of difficult access and minimal on-island facilities, the number of tourists visiting the Queen Charlotte Islands has been very small. However, B.C, Ferries have initiated ferry service between Prince Rupert and the islands and more tourists are expected.

On the Stewart-Cassiar Highway (37), auto touring is gaining popularity but very few services are available, including fuel and camping areas.

1.4 Study Approach

Development of the Regional Tourism Plan for the Yellowhead 16 Region was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy. The work has been carried out under the Canada-British Columbia Travel Industry

Development Subsidiary Agreement (October 1978) and the guidance of an Inter-Governmental Management Committee.

The regional plan recognizes the need for joint resource planning to enhance tourism development and has been prepared in the context of planning done by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans, and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups and chambers of commerce were invited to present their ideas on the future of tourism within the region. This process added further insight into opportunities and the social capability of the area to sustain more tourism activities.

The regional tourism plan as presented in this document represents a modest level of effort as requested by the Inter-governmental Management Committee. In essence, most of the background inventory and analysis elements have been fully considered however presentation is not extensive. Plan development component covers all key concerns although the text is not as elaborate.

In terms of methodology, the study relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels as well as data developed through special studies carried out under TIDSA. These data sources have been augmented by field visits and maps as well as interviews and contacts with private and public agencies involved in tourism. However, no original user surveys or biophysical data collection were carried out for this study, although the most recent visitor data5) and results6) of local consultation were considered.

An inventory and analysis was undertaken of the natural, physical, human and historical resources of the region to determine existing and potential opportunities for development. Visitor profiles were developed for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historical resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and the shortfall or over-supply of local and regional opportunities in specific destination areas and along major transportation corridors.

The final two chapters in the report outline the proposed conceptual plan for the Yellowhead 16 Region and its relationship to the Provincial Strategy and the development plan with specific proposals identified to meet market requirements and resource opportunities. In the development of the regional plan, a hierarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis. It should be noted that the study concentrates on the general travelling public; convention trade has not been assessed.

FOOTNOTES:

1. Province of British Columbia Tourism Development Strategy, October 1979. Prepared by Marshall Macklin Monaghan Limited, Stevenson & Kellogg, and L.J. D'Amore and Associates.

2. Based on the addition of the Bulkely-Nechako Regional District minus half of Electoral Area C, the Fraser-Fort George Regional District, the Skeena-Queen Charlotte Regional District, and the Stikine Region (unincorporated) minus a small portion. Source: Statistics Relating to the Regional and Municipal Governments in British Columbia, June 1979, Ministry of Municipal Affairs.

3. The eastern boundary follows the Omineca-Peace R.M.R. boundary from the Yukon south to the vicinity of Babine Lake, then heads east following the southern boundaries of management units 7-27, 7-28, 7-24, through 7-16, then returns to the 7-18 boundary to the British Columbia-Alberta border.

4. Marshall Macklin Monaghan et al Op.Cit.

5. Visitor Survey 1979, B.C. Research for T.I.D.S.A.

6. Tourism forums were held in the following locations: Prince George, Smithers, Prince Rupert, Queen Charlotte City, as well as a special meeting in Hazelton. These forums were attended by representatives of 72 organizations and 36 written submissions were received.

2.0 YELLOWHEAD 16 REGION TOURISM RESOURCES

2.1 Approach to Tourism Resource Assessment

This chapter is concerned with describing and evaluating the natural, physical, human and historical resources of the Yellowhead 16 Tourism Region. For the purposes of a regional tourism strategy it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made regarding their future development in light of their carrying capacity (social as well as biophysical), the market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the Region while highlighting the major existing and potential tourism/ recreational resources and features. After introducing the methodology used in the resource analysis, the chapter then continues with a description and evaluation of the significant resources and the tourism infrastructure and concludes with a summary and assessment of the existing and potential tourism opportunities within the Region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape unit basis. For the purposes of this tourism strategy, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources. Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services, recreational facilities, etc. The lifestyles, crafts, popular events, sports and customs of the people of the Region make up the human resources. Historical resources are those structures, artifacts, activities or events that took place in the past of historic or archaeological significance. These were the four major categories in the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1. Identification of landscape/planning units within the Region based on physiography, landscape character, water features and visual unity;
2. Inventory and analysis of all major tourism resources (natural, physical, human and historical);
3. Written descriptions or graphic presentation of all tourism resources, features and attractions; and
4. Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational developments.

In order to undertake an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into a geographical description of the major landform units, climate, vegetation, etc. and the physical resources category was divided into recreational lands and facilities, transportation, accommodation, etc. These divisions are discussed under each category and were assessed in an Evaluation Matrix to enable a summary and comparison of the relative abundance and quality of various aspects of the natural, physical, human and historical resources within the landscape/planning units, each of which occupies a distinct part of the Region.

2.2 Natural Tourism Resources

2.2.1 Introduction

The natural resources of the Region are the essential elements and form the basis of planning considerations that define type, location and scale of most tourism developments and activities. In this chapter, various components of the natural resource base, which include physiographic landforms, water features, climate, vegetation, fish and wildlife, will be discussed in broad terms. This information was gathered from various sources such as personal and phone interviews, government publications, consultants' reports and field visits. Throughout the discussion, the importance of the resource components to tourism and recreation development will be highlighted.

2.2.2 Geographical Description of Major Landform Units

Encompassing one-third of the province, the Yellowhead 16 Tourism Region is the largest of all the tourism regions extending across the province from the Alberta border to the Pacific Ocean and extending from the 60th parallel (Yukon border) to the 52nd parallel. The majority of the Region consists of mountainous terrain including some of the highest and lowest peaks in the province, e.g., Mount Fairweather (4,663 m), Mount Robson (3,995 m) and Queen Charlotte Ranges (1,130 m and less).

The eastern portion of the Region contains several major mountain ranges, the Rocky and Cariboo Mountains, and the Rocky Mountain Trench. Moving west into the Central Interior, the landscape becomes flatter and more rolling consisting of the Nechako and Fraser Plateaux. To the west are the Southern Coast Mountains which extend to the ocean where they merge into the Coastal Trough comprised of the Hecate and Queen Charlotte Lowlands. The northern portion of the Region consists of both mountains and plateaux. Farthest north are the St. Elias Range in the most northwesterly corner of British Columbia, the northern Coast Mountains, the Yukon and Stikine Plateaux, and the Cassiar Mountains; while just south lie the Skeena Mountains and the Nass/ Skeena Basin.

The Region contains numerous and varied water features. Some of the province's most famous river systems flow through the Region: the Fraser in the Interior; the Nass, Skeena, Stikine, Taku and Tatshenshini on the coast; the Dease and the headwaters of the Yukon, both part of the Arctic drainage pattern. The major lakes are Stuart, Babine, Francois, the Nechako Reservoir (consisting of Ootsa, Tahtsa, Whitesail, Tetachuk, Natalkuz, and Knewstubb Lakes), and Atlin, Teslin, and Tagish Lakes in the northwest corner. On the coast, major fjords include the Gardner and Portland Canals, Douglas, Finlayson and Mathieson Channels, Loredo and Masset Inlets.

The natural forces of heat and ice have left their traces in the Region. There are several extinct volcanos and lava flows with Mount Edziza and the Aiyansh flows north of Terrace being the best known. Numerous hot and warm thermal springs are present, mainly occurring in two clusters in the western portion: one along the Stikine River below Telegraph Creek and one along the Gardner Canal near Kemano. Other thermal springs are scattered throughout the Region including Canoe River to the east near Valemount, one in the north near Atlin, and another in the Queen Charlotte Islands. Lakelse Hot Springs north of Kitimat is the most developed as it was once a resort that has since closed. Most of the Region's hot springs are accessible only by boat or floatplane.

Numerous active glaciers are present in the Coast Mountains. The most accessible and readily visible are near Stewart (Bear and Salmon Glaciers, Cambria Icefields) and Smithers (Hudson Bay Mountain Glacier). As the Ice Age ended and the glaciers receded, they produced many of the alpine and valley landforms seen today: the matterhorn peaks, cols, cirques, u-shaped valleys, kettles and depressions (which have become ponds and lakes), and small hills and long ridges were created by glacial action.

In summary, the Region has a truly amazing variety of interesting and impressive water and landforms, -- lake-dotted plateaux surrounded by glacially sculpted mountains, complex fjord systems, massive glaciers and icefields, cascading mountain streams, powerful sweeping rivers and numerous volcanic features.

2.2.3 General Climatic Characteristics

The climate of the western one-third of the Region is dominated by Marine West Coast factors. All of the Queen Charlotte Islands and the outer and inner coast are controlled by the onshore flow of moist westerly winds, the fjords allowing penetration deep into the Coast Mountains. Annual rainfall is 150 to 250 cm on most of the Queen Charlotte Islands, increasing to 250 to 350 cm on the mainland coast. Above 1,525 m, the altitude affects the climatic regime, the temperatures become cooler and there is more humidity with precipitation exceeding 350 cm in many areas.

The winter temperatures are considerably milder than inland temperatures at this latitude due to the moderating effects of the ocean. However, the summer temperatures are also cooler than those inland. The weather is typically cloudy and cool with only about 120 hours of sunshine in each of the June to August summer months. The annual total sunshine of 1,036 hours at Prince Rupert is the lowest for a major settled area of the country. Fall and winter are typically stormy months. The winter overcast is relieved occasionally when Arctic air from the interior moves out through the major valleys to the Pacific for short periods. When bright, cold weather interrupts the winter gloom, the snow-clad mountains provide spectacular scenery, and conditions become conducive to winter activities. Tremendous snowfalls are commonplace in the western portion where, for example, Kitimat and Stewart receive more than 500 cm annually and Tahtsa Lake (west station) receives more than 1,000 cm annually.1)

At higher elevations in the Coast Mountains (over 1,525 m), the humid continental zone predominates with wider temperature ranges and increased precipitation, much of it falling as snow. Scattered mountainous areas, generally over 2,000 m, have an alpine climate in which the lengthy, snowy winters are relieved only by a brief, cool summer. The mountains east of the crest line of the Coast Mountains receive less precipitation and the snowfall is drier and more suitable to winter snow-based activities, e.g., skiing on Hudson Bay Mountain near Smithers.

The bulk of the central interior plateau and south of a general line of the 56th parallel has a humid continental climate with cold winters and short warm summers. Generally, mean air temperatures are at freezing in Prince George by November 10th and last until late March. The rainshadow effect reduces annual precipitation to 50 cm to 75 cm. The main controlling influences on the winter climate are Pacific airstreams and Arctic airflows. In some years, Arctic air thrusts far westward from the Prairies and most of the Region lies beneath it for much of the season producing clear skies and bitter cold (-30°C). In other winters, Pacific air or Great Basin airstreams control events and Arctic outbreaks are infrequent. This means milder temperatures of -10°C to -15°C. Thus, the central interior plateau has a highly unpredictable winter, sometimes bitter, sometimes quite mild; temperature variability is higher than anywhere else in Canada.

Summers are comfortably warm with cloud and rain occurring for a third of the time in July and August (5 to 7 cm/month). July mean temperatures are about 16°C in Prince George, Burns Lake, Vanderhoof and Smithers. Temperatures are quite pleasant (10°C or over) by mid-May and last well into September, thus, the shoulder season is well suited to extensive outdoor activities. The higher elevations where the Interior Plateau merges with the Hazelton and Omineca Mountains are, of course, cooler. A modified southern interior continental climate exists in the Fraser Basin, extending northward from Quesnel to Prince George and east to Dome Creek. Summers are slightly warmer (16°C July mean) and drier.

The land north of the general line of 56°N is within the Northern Interior Continental Zone with long, cold winters and short, cool summers. It is a sparsely settled region of varied topography and relief including mountain ranges, plateaus and valleys. Arctic air masses dominate most of the weather with Pacific airflows bringing occasional moderation. Winters are quite cold and Arctic influences continue into the summer with summer temperatures among the lowest recorded in the province. No stations report more than three months with temperatures over 11°C. Freezing temperatures extend into May and begin again in September. Precipitation is variable with greater precipitation falling in the coastal mountain areas (150 cm to 250 cm annually) while the driest areas are directly east of the Northern Coast Mountains (27 cm) with precipitation increasing to the east and south (45 cm). Thus, vigorous and extensive outdoor recreation activities are best suited to this part of the region for the brief summer and shoulder seasons. The winter season is rather severe for all but the hardiest of tourists. Alpine climates are, of course, common throughout the high areas over 2,000 m - Skeena, Cassiar and Omineca Mountains.

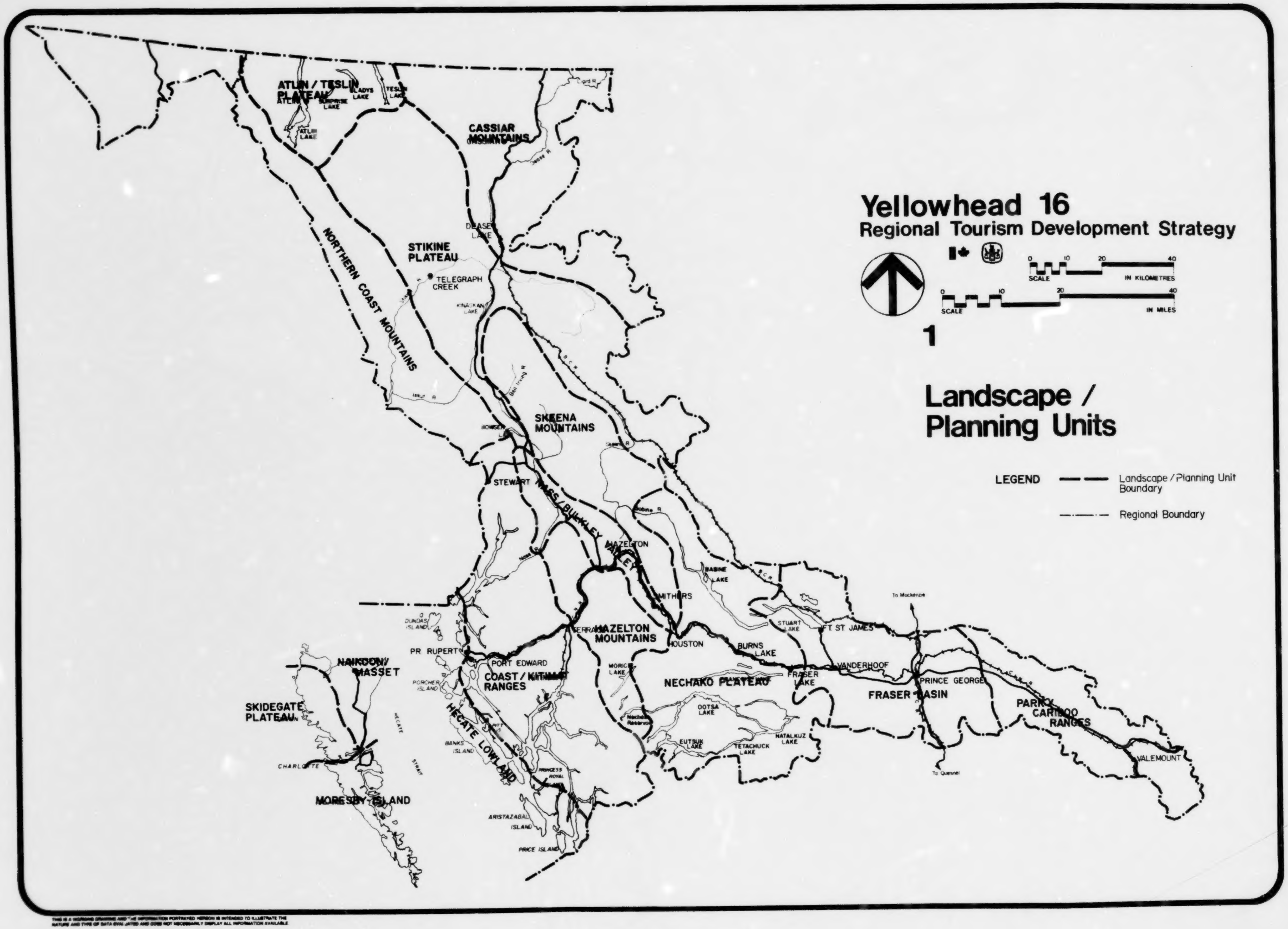
TABLE 1

SUMMER TOURISM SEASON FOR SELECTED CENTRES

Centre	Summer Begins	High Summer Begins	High Summer Ends	Summer Ends	Season Duration	
					Summer	High Summer
Burns Lake	May 6	June 30	Aug.26	Sept.27	145	58
Fort. St. James	May 6	June 1	Aug.26	Sept.26	144	87
Kemano	May 4	June 30	Sept.7	Sept.27	147	70
Kitimat	Apr.28	June 30	Sept.3	Sept.26	152	66
Massett	June 9	*	*	Sept.24	108	*
New Hazelton	May 2	May 18	Sept.11	Sept.26	148	117
Prince George	May 2	May 31	Aug.26	Oct.2	154	88
Prince Rupert	May 18	*	*	Sept.24	130	*
Red Pass Junction	May 4	June 30	Aug.24	Sept.28	148	56
Sandspit	June 16	*	*	Sept.21	98	*
Smithers	May 2	June 11	Aug.26	Sept.26	148	77
Stewart	May 5	June 11	Aug.16	Sept.23	142	67
Terrace	May 1	June 11	Sept.13	Sept.28	151	95
Valemount	Apr.28	May 18	Sept.13	Oct. 2	158	119
	(daily average temperature first exceeds 18°C)	(daily average maximum temp. continuously above 18°C)		(daily average max. temp. falls below 18°C for first time)		

* Season does not occur

Source: Climatic Suitability for Recreation in British Columbia,
R.C. Bennett, Resource Analysis Branch,
Ministry of the Environment, Victoria, 1977.



Yellowhead 16
Regional Tourism Development Strategy

1

Landscape / Planning Units

SCALE
0
10
20
40
IN KILOMETRES
SCALE
0
10
20
40
IN MILES
LEGEND
Landscape / Planning Unit Boundary
Regional Boundary
ATLIN / TESLIN PLATEAU
ATLIN
SURPRISE LAKE
GLADYS LAKE
TESLIN LAKE
ATLIN LAKE
CASSIAR MOUNTAINS
CASSIAR
DEASE LAKE
STIKINE PLATEAU
TELEGRAPH CREEK
KINASKAN LAKE
NORTHERN COAST MOUNTAINS
B.C.R.
SKEENA MOUNTAINS
BOWSER LAKE
STEWART
NASS / BULKLEY VALLEY
HAZELTON
BABINE LAKE
SMITHERS
STUART LAKE
FT ST JAMES
To Mackenzie
DUNDAS ISLAND
PR RUPERT
TERRACE
HAZELTON MOUNTAINS
HOUSTON
BURNS LAKE
PORT EDWARD
NAIKOON / MASSET
PORCHER ISLAND
COAST / KITIMAT RANGES
MORICE LAKE
NECHAKO PLATEAU
FRASER LAKE
VANDERHOOF
PRINCE GEORGE
FRASER BASIN
SKIDEGATE PLATEAU
HECATE STRAIT
BANKS ISLAND
HECATE LOWLAND
Nechako Reservoir
OOTSA LAKE
EUTSUK LAKE
TETACHUCK LAKE
NATALKUZ LAKE
To Quesnel
PARK / CARIBOO RANGES
VALEMOUNT
CHARLOTTE
MORESBY ISLAND
PRINCESS ROYAL
ARISTAZABAL ISLAND
PRICE ISLAND

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

TABLE 1

TABLE 2

WINTER TOURISM SEASON FOR SELECTED CENTRES

Centre	Winter Begins	Deep Winter Begins	Deep Winter Ends	Winter Ends	Season Duration	
					Winter	Deep Winter
Burns Lake	Oct.18	Nov.10	Mar.28	Apr.26	191	139
Fort St. James	Oct.18	Nov. 4	Mar.27	Apr.13	178	144
Kemano	Nov.11	Dec.12	Feb. 7	Mar.24	134	58
Kitimat	Nov. 4	Dec. 1	Feb. 6	Mar.26	143	68
Masset	Nov.26	*	*	Mar. 5	100	*
New Hazelton	Oct.27	Nov.12	Mar.14	Apr.11	157	123
Prince George	Oct.18	Nov.11	Mar.25	Apr.13	178	135
Prince Rupert	Dec. 4	*	*	Mar. 9	96	*
Red Pass Junction	Oct. 9	Nov. 2	Mar.25	Apr.24	198	144
Sandspit	Dec. 3	*	*	Mar. 6	94	*
Smithers	Oct.21	Nov.10	Mar.17	Apr.11	173	128
Stewart	Nov. 3	Nov.16	Mar. 6	Apr. 2	151	111
Terrace	Nov. 3	Nov.15	Feb.19	Mar.27	145	97
Valemount	Oct.23	Nov.11	Mar.15	Apr. 4	164	125
	(daily average temperature first falls below 0°C)	(daily average of mean temp. continuously below 0°C)		(daily average temperature falls below 0°C for last time)		

* Season does not occur

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennett, Resource Analysis Branch, Ministry of the Environment, Victoria, 1977.

The easternmost extension of the Region is part of the humid continental zone due to the elevation of the Cariboo and Rocky Mountains and the subsequent cooler temperatures and increased annual precipitation (150 cm to 250 cm). Because of the lower elevation, the section of the Rocky Mountain Trench and the Fraser River valley from McBride to Valemount, is warmer (15°C July mean) and drier (only 50 to 75 cm of precipitation). This provides a suitable base area for excursions into the surrounding mountains.

The Alpine climate is dominant at high elevations and permanent glaciers exist in the highest peaks, e.g., the Premier Range. The low relative humidity, great snow depths and long season provide excellent conditions for alpine skiing which are utilized by heli-skiing operators in the Cariboo Mountains.

2.2.4 Vegetation

The immense area encompassed by the Yellowhead 16 Tourism Region includes nine of the eleven biogeoclimatic zones of British Columbia.2) The Interior Douglas Fir (IDF) Zone occurs in the southeastern part of the Region in the Rocky Mountain Trench and the upper Fraser Valley/Valemount area at elevations between 450 m to 900 m. Western larch, western red cedar, white spruce, Engelmann spruce and lodgepole pine are other species frequently found in this visually appealing zone. These accessible areas are popular for hiking and climbing.

Heading west in the areas of increasing elevation east of Prince George in the Fraser Valley, the Interior Western Hemlock (IWH) Zone dominates at elevations from 400 m to 1,260 m. The large trees thrive in the "interior wet belt" which receives the highest precipitation of all interior regions. The climate makes it the most productive interior forest zone with western hemlock and lesser amounts of western red cedar dominating the few remaining mature forests. The most common forest associaton is a western hemlock-moss community which is also the climax association of the zone. Thus, the undisturbed areas of this zone present impressive views of large trees and extensive forests.

Large areas of the centrally located Nechako Plateau and the Fraser Basin, at elevations from 350 m to 1,100 m, are dominated by the Sub-Boreal Spruce (SBS) Zone. Upland coniferous forests are composed mainly of white spruce, lodgepole pine and trembling aspen. Fire and other disturbances result in forests stands with variable age and composition. Black spruce bogs are present in poorly drained areas.

In the southern central edge of the Region, south of the Nechako River, the Cariboo Aspen - Lodgepole Pine (CALP) Zone predominates at elevations from 510 m to 1,070 m. There is a wide variety of habitats from treeless grasslands along the Fraser River to fairly dense forests in the higher areas. With northward movement, the zone is dominated by increasingly extensive stands of white spruce, lodgepole pine and trembling aspen, indicating a transition to the SBS Zone.

In both the eastern and central portions of the Region, the Engelmann Spruce - Subalpine Fir (ESSF) Zone lies between treeline at 2,200 m and the lower elevation forests of western hemlock, subboreal spruce, lodgepole pine and Douglas-fir at about 1,000 m. The climate is colder, drier and more continental (i.e. greater annual temperature ranges) than at lower elevations. Engelmann spruce and subalpine fir (also called alpine fir) are the characteristic climax trees throughout the zone and are able to withstand the relatively severe winters. Lodgepole pine is also common over large areas, especially after disturbances such as forest fires.

The western part of the Region has a complex pattern of vegetation zones due to differences in moisture regimes from west to east and climate and temperature changes due to altitude and latitude. It can be divided into two distinct climatic/vegetative divisions; north of 56°N the vegetation zones are strongly boreal in character, while south of this general line, there is a transition zone in which more southerly species mix with the northern species. The Queen Charlotte Islands, the Hecate Lowland and the Coast/Kitimat Ranges exhibit more southerly characteristics due to the moderating effect of the marine climate while inland, and to the north, boreal influences are much stronger.

The Coastal Western Hemlock (CWH) Zone is the most productive forest zone in the province. The zone ranges from sea level up to 900 m on windward slopes and up to 300 m on leeward slopes throughout the Coast/Kitimat Ranges, the Hazelton Mountains and the Nass/Skeena Valley. The most characteristic plant associations are hemlock - moss communities, but plant communities within the CWH Zone do vary with local topography and slope position. The coastal rainforests are becoming an increasingly important visual resource with the burgeoning popularity of coastal cruises.

At higher elevations in the Coast/Kitimat Ranges, above 900 m to 1,000 m, lies the Mountain Hemlock (MH) Zone. The most common tree species, mountain hemlock, is well adapted to the generally high moisture content, low temperatures and resulting high proportion of organic matter in most soils. Pacific silver fir (amabilis fir) and yellow cedar are the other major trees of the zone.

At high elevations throughout the Region, starting at about 1,900 m in the south and as low as 900 m in the north, lies the Alpine Tundra (AT) Zone. This is a cold, windy, snowy environment which occurs at the top of the vertical sequence of vegetation zones existing in mountainous regions. It is widespread in the Northern Coast Mountains, the Cassiar and Skeena Mountains and the high areas of the Stikine Plateau. It consists of windswept, rocky ridges, treeless sedge and moss meadows that exist on continuous and discontinuous permafrost. Above this zone are glaciers and permanent icefields that are a common part of the northern Coast Mountains.

The Boreal Black and White Spruce (BBWS) Zone is situated north of 56°N latitude at elevations between 165 m and 880 m in the lower elevations of the main valleys (e.g., Stikine, Pitman, Iskut Rivers) of the mountain systems and in the lower areas of the Atlin/Teslin and Stikine Plateaux. The winters are long and cold, and the growing season is short. White spruce, black spruce, lodgepole pine, tamarack, balsam poplar and paper birch are the major tree species of the forested parts of the zone. Overall, the zone is a mosaic of forest and bog communities which provides excellent moose habitat and this attracts many hunters to the zone.

The Spruce/Willow/Birch (SWB) Zone3) is the third and most northerly subalpine zone in the province replacing the MH and the ESSF Zones which occur further to the south. It extends from about 57°N latitude well into the Yukon and the Northwest Territories. The elevations ranges of the zone extend between 1,100 and 1,700 m in the southeast and between 900 and 1,500 m in the northwest. Detailed plant studies have yet to be carried out in British Columbia; however, information from the SWB Zone in the Yukon indicates white spruce on poor, imperfectly drained soils at lower elevations. Persistent frosts, common above the 1,200 m level, affect the continuance of the conifers and willow and birch shrubs predominate.

As for commercial use, the forests in the lower half of the Region are being extensively utilized. For example, in the central interior/Prince George area, the coastal mountains, and on the Queen Charlotte Islands, logging is carried on for both pulpwood and dimension lumber. Conflicts with tourism/recreational use are generally of a visual nature but also occur when favourite backcountry areas are cut over. Modification of logging practices to maintain landscape aesthetics by designating vegetation reserves or buffer strips (e.g. 120 to 180 m wide) along the highly used travel corridors, rivers, lakes, coast, and other recreational areas, would reduce most conflicts with tourism.

The vegetation in the northern areas and at high altitudes have little commercial value and are not being logged at the present. Furthermore little tourism/recreational use occurs in these areas due to their remoteness, brevity of warm seasons, and inaccessibility.

2.2.5 Sport Fishery

A wide variety of sport fish species are present in the Region largely because there are a wide variety of water habitats in the lakes and rivers of the five major drainage systems - Fraser, Skeena, Stikine, Yukon and Liard, in addition to the Pacific Ocean.

Lake trout are found in the cold, deep lakes of the Fraser River system such as Stuart, Francois, and Yellowhead Lakes, as well as in the Skeena, Taku, Stikine, Yukon and Liard River systems. Dolly Varden, both sea run and non-migratory populations, are found throughout the Region's rivers and lakes.

Arctic grayling are found in the cold northern streams in the Liard and Yukon systems and also in some of the Pacific drainages, for example the Stikine, Taku and upper Alsek Rivers.

Rainbow trout and steelhead (the sea-run species) are found throughout the Region in the Fraser, Skeena, Stikine and other major rivers of the Pacific drainage including those on Queen Charlotte Island. Coastal cutthroat trout are found in all rivers of the Pacific drainage as far north as the Taku River as well as on the Queen Charlotte Islands.

Pacific salmon are found in all the rivers of the Pacific drainage, as well as the Fraser system. The kokanee, the land-locked species of the sockeye salmon, are found in the deep, cold lakes of the upper Fraser system and the Skeena system. Other sport fish of lesser importance are northern pike, squawfish, burbot and lake whitefish.

At present, ocean fisheries are mostly used for commercial rather than recreational fishing, with the exception of the salmonids. However, a number of species are used for sport fishing mainly by local residents, and include ling cod, red snapper, abalone, oysters, clams, scallops, shrimp, prawns and crab.

2.2.6 Wildlife Resources

The northern part of the Yellowhead 16 Tourism Region, along with the neighbouring Peace River-Alaska Highway Region, still have vast tracts of mountains and plateaux that have yet to feel the impact of significant human alteration. As a result, these two Regions have some of the most significant large mammal populations in the province and in the continent. It must be remembered, however, that because of the northern climate, most of the Region has only a moderate to low level of biological productivity, and environmental conditions especially the harsh winters, place a constant stress on animal populations. Overall numbers are only "relatively" abundant for most large mammals and population densities are low except where concentrations occur in special habitat areas. Such areas, for example, winter ranges, rutting grounds and denning areas, are often critical for the long term survival of the species.

The few tourism operations that exist in areas away from the Yellowhead Highway are dependent on wildlife populations. These northern guides and outfitters have long provided big game hunting opportunities for visitors from many parts of the world and many operators are attempting to expand their clientele and extend their season by providing non-consumptive, wilderness/wildlife camera expeditions. With the short, warm-weather season and the harsh winter season throughout much of the northern part of the Region, the continued existence of many tourism operations will depend on the increasingly uncommon spectacle of rugged wilderness and wildlife.

Of the 12 big game species found in the province, 11 are present in the Region and eight of these constitute significant proportions of the provincial wildlife population; e.g. black-tail deer (25%), moose (35%), caribou (45%), thinhorn sheep (33%), mountain goat (55%), grizzly bear (46%), black bear (23%), and wolf (42%). Also present in lesser numbers are mule deer, white-tailed deer and elk with the last two species found only in the easternmost parts of the Region.

A variety of small mammals are present such as marten, weasel, wolverine, hares, marmot, squirrels, beaver, and mice. Marine mammals are sighted occasionally including whales, dolphins, sea lions, and seals.

The range of bird life found in the Region is phenomenal; there are sea bird colonies of the Hecate Strait, the world's largest nesting populations of peregrine falcons, bald eagles, the golden eagle, great grey owl, grouse and ptarmigan in the mountains and northern forests. Many different kinds of waterfowl pass through along the Pacific flyway to their nesting areas in the Arctic (e.g. Whistling Swans, Emperor goose, pintail duck) as well as those that winter or nest in the Region (e.g. green-winged and blue-winged teal, mallards, harlequin duck).

The remarkable diversity of wildlife is a significant tourism resource for the Region. The major problems confronting wildlife management objectives are similar to those for the sport fishery resources and include the gradual but seemingly inexorable erosion of wilderness by human activities. Resource development/extraction activities that cause major difficulties include logging, mining, hydro-electricity development, and associated road building which in turn leads to increased public access to previously remote areas.

2.2.7 Summary of Natural Tourism Resources

The Yellowhead 16 Tourism Region potentially has a wider range of natural attractions than other tourism regions because of its size and the variety of landforms encompassed. However there is little tourism/recreational development of these resources at present compared to other regions. The existing uses are focussed on land-based and water-based activities and are extensive rather than intensive in nature, such as hiking and mountaineering in Mount Robson Provincial Park, helicopter skiing near Valemount, big game hunting in the Spatzizi, and fishing in the "Lake District". The main constraints to potential development of intensive-use facilities are the lack of road access in much of the Region, the rugged terrain, and the distance from major urban centres. As well, the dominance of forestry activities, mining, and existing and potential hydro-electric power projects pose limitations in certain locations.

It should be pointed out that in a preliminary study of Natural Areas of Canadian Significance, Parks Canada (1977) outlined five areas in British Columbia. Three of these areas occur in this Region; the Queen Charlotte Islands, Mount Edziza/Coast Mountain area and the Spatzizi Plateau area. These three areas, because of their landforms, geologic processes and features, mammalian and avian habitats and unique vegetation associations are not only of significance in Canada, but very likely in North America. The provincial authorities also realize the ecologic and geologic importance of these areas and have protected parts of them in several large provincial parks and Ecological Reserves. The total of 57,405 ha of Reserves, over two-thirds of the provincial total, further emphasizes the importance of the Region's natural attributes. The remoteness and inaccessibility of the Region combined with interesting landforms, vegetation communities and avian/marine/ mammalian populations, takes on a positive character for the growing specialty markets seeking closer contact with nature and wilderness experiences.

2.3 Physical Tourism Resources (Infrastructure)

2.3.1 Introduction

Physical tourism resources are those structures and environments constructed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and, to a large extent, influence the character, quality and diversity of the visitors experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which identified the existing infrastructure on both a regional and landscape/planning unit basis. Categories included recreational lands and facilities, accommodation, transportation modes and corridors and tourist service centres.

2.3.2 Recreational Lands and Facilities

The Yellowhead 16 Tourism Region covers an immense portion of the province, stretching the full width at one point, and thus contains a large variety of landforms and water features including several major mountain ranges, plateaux, numerous lakes, particularly in the Lake District, rivers, a reservoir system, canyons, glaciers, icefields, extinct volcanos, lava beds, Pacific shoreline, and islands. The Region's recreation/tourism capability is greatest for its water resources. The Lake District, reservoir, rivers, and the ocean are the focus of most visitor outdoor activity, in both accessible and remote areas. The land-based activities such as hunting and wilderness backpacking generally require air transportation to a starting point or backcountry travel. Many of the recreational water resources are accessible and close to service centres, such as Babine, Stewart, and Ootsa Lakes, whereas other lakes and rivers have limited and/or difficult access especially in the Queen Charlotte Islands and the Region's northern half. Some of the most spectacular landscape is accessible only by float plane, helicopter, foot, or horseback which indicates that the Region would have tremendous appeal for adventure-seeking visitors.

Most of the region is comprised of provincial Crown Land and provincial forest with several significant areas designated by various agencies for recreational and fish and wildlife purposes, although little development has occurred. There are vast areas of Crown Land with no designated recreational function that nonetheless have an important recreational role as they are used in an extensive and often unstructured manner for wildlife viewing, guided and non-guided hunting and fishing, hiking, and cross-country skiing. The recreational lands and facilities discussed in this section are, or could be, major tourism attractions, such as the more famous provincial parks, or are of a quality that would attract tourists to the Region, or that support significant tourism use (such as the big game populations). Local government facilities were generally not considered in this plan because of the scope of the study and because they are primarily developed for local residents' use.

2.3.2.1 Provincial Parks

The Yellowhead 16 Tourism Region encompasses 32 parks, three recreation areas, and four park reserves.4) These 39 areas range from five hectares to 675,026 ha in size, totalling 2,126,646 ha which is almost half (46.9%) of the total provincial park land. Among the parks, 17 contain 729 campsites, 7.5% of the provincial total, and wilderness camping opportunities are found in eight: Atlin Park, Atlin Recreation Area, Mount Edziza Park, Mount Edziza Recreation Area, Mount Robson, Naikoon, Spatzizi Plateau Wilderness, and Tweedsmuir Parks. The 39 parks also offer 3,444 m of developed beach, 6.4% of the provincial total, and 98 km of trails, 4.4% of the provincial total. Although this Region has far more parkland than any other region, it has the second lowest level of development.

The rate of day and overnight use has risen substantially in the Region. Day-use increased from 204,422 party days in 1978 to 239,994 party days in 1979, a 17.4% increase. As a proportion of the total provincial day-use, however, the Region has experienced a moderate decrease from 7.5% (1978) to 7% (1979). The greatest amount of day-use occurred at Mount Robson, Lakelse, and Beaumont Parks. Use for camping has increased tremendously by 25.3%, from 42,683 party nights in 1978 to 53,482 party nights in 1979. As a proportion of the total provincial overnight use, these parks' use increased moderately from 7.4% (1978) to 8.2% (1979). The parks receiving the most camping use were Mount Robson, Lakelse, and Purden Lake. The majority (66%) of the campers were from British Columbia, 18% from other provinces, and 16% for the United States. Compared to the provincial averages, these figures indicate that proportionately few residents and other Canadians tour this Region, whereas far more United States tourists visit this Region than most other regions (16% vs 9%).

Aside from the popular intensive use types of activites the provincial parks provide, they are also important for their landscape and scenic protection roles as well as for wildlife habitat preservation and interpretive values. The British Columbia Provincial Parks also provide numerous opportunities for extensive and physically challenging activities such as hiking, climbing, kayaking, canoeing, nature study, etc., which are becoming increasingly popular with residents and tourists alike. However, with the single exception of Mount Robson Provincial Park, few of the larger parks in this Region are developed to encourage these activities or are readily accessible to visitors. It is important to acknowledge that provincial parks provide some of the best places

TABLE 3

PROVINCIAL PARKS INVENTORY FOR THE YELLOWHEAD 16 TOURISM REGION

Park	Class	Area (Hectare)	# of Camp-Sites	Wilderness Camping	Day Use	Devel-oped Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Anthony Island	A	140	-	-	-	-	-	-
Atlin	A	232,695	-	X	-	-	-	-
Atlin	R.A.	38,445	-	X	-	-	-	-
Beaumont	A	191	49	-	X	107	X	-
Bijoux Falls	A	41	-	-	X	-	-	-
Boya Lake	A	4,597	44	-	X	30	X	-
Buck Lake	C	28	-	-	-	-	-	-
Colleymount Community	C	11	10	-	-	-	X	-
Driftwood Canyon	A	23	-	-	X	-	-	-
Ethel F. Wilson Memorial	A	29	10	-	X	61	X	-
Exchamsiks River	A	18	10	-	X	-	-	-
Hirsch Creek	C	205	-	-	-	-	-	-
Kitsumkalum	A	44	-	-	-	-	-	-
Kitsumkalum Mountain	R.A.	1,538	-	-	-	-	-	-
Kleanza Creek	A	269	18	-	X	-	-	1
Lakelse Lake	A	354	155	-	X	1,263	X	3
MaClure Lake	A	33	55	-	X	213	X	1
Mollice Lake	C	40	-	-	X	-	-	-
Mount Edziza	A	131,928	-	X	-	-	-	-
Mount Edziza	R.A.	100,767	-	X	-	-	-	-
Mount Robson	A	219,829	181	X	X	50	X	79

TABLE 3 CONTINUED

PROVINCIAL PARKS INVENTORY FOR THE YELLOWHEAD 16 TOURISM REGION

Park	Class	Area (Hectare)	Camp-Sites	Wilderness Camping	Day Use	Devel-oped Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Naikoon	A	72,641	12	X	X	-	-	4
Oliver Lake	A	5	-	-	X	29	-	-
Parrens Beach	A	43	-	-	X	853	X	-
Pendleton Bay	R	6	10	-	X	61	X	-
Prudhomme Lake	A	7	18	-	-	-	-	-
Purden Lake	A	140	78	-	X	320	X	7
Pure Lake	R	129	-	-	-	-	-	-
Rearguard Falls	R	49	-	-	-	-	-	2
Red Bluff	A	75	64	-	X	274	X	1
Salt Lake	C	35	-	-	-	-	-	-
Smithers Landing	R	99	5	-	-	-	X	-
Spatzizi Plateau Widerness	A	675,026	-	X	-	-	-	-
Stuart Lake	A	315	-	X	-	-	-	-
Topley	A	12	5	-	X	183	-	-
Tweedsmuir (north part including Eutsuk Nature Conservancy)	B & N.C.	647,117	5	X	-	-	-	-
TOTALS		2,126,929	729			3,444		98

Source: B.C. Parks Branch, Parks Data Handbook 1980.

in which to engage in outdoor recreation, even in a region with large areas of Provincial Crown Land where active recreation can also occur.

The British Columbia Forest Service also provides outdoor recreation opportunities of a dispersed nature and typically provides informal, rustic facilities. Their purpose is to provide forest recreation sites (camping, picnicking, boat/canoe launching areas) largely for use by regional residents although it is recognized that appreciable non-resident use occurs. Presently, most recreation sites are concentrated around the area south of Vanderhoof and Prince George, the Lake District, particularly Stewart, Babine, Fraser, Francois, Ootsa-Tahtsa Lakes, and the Nass River valley.

2.3.2.2 Proposed Park System Expansion

The projects proposed or currently being developed for this Region's provincial park system entail expanding and/or improving facilities for tourists and residents, and establishing new parks. They can be summarized as: the provision of major day-use areas and facilities for Prince George, Terrace, and Prince Rupert residents; the development of tourist related facilities along the Stewart-Cassiar Highway, specifically at Meziadin and Kinaskan Lakes; the development of portions of the Alexander MacKenzie Trail; the establishment of new parks at the Aiyansh Lava Flows and the Gitnadoix River. Other proposals include additional facilities in Mount Robson and Beaumont Parks, a master plan for Mount Edziza Park, establishing reserves for the proposed South Moresby Island Park, and acquiring private holdings in Naikoon Park as well as providing day-use and camping opportunities.

Forest recreation planning is currently underway by means of a five year program which will begin with an inventory of suitable and available sites and collection and analysis of demand data. This will provide the basis for strategic planning for the provision of additional camping/picnicking units, summer and winter-use trails.

2.3.2.3 Camping Opportunities

Camping opportunities are provided by the Parks Branch, the Forest Service, and several private enterprises. Of the Region's 39 provincial parks, 17 contain 729 campsites with varying levels of development. The Forest Service manages approximately 135 recreation sites containing over 1,000 campsites, located mainly within the Highway 16 corridor and along secondary roads. The facilities provided by both agencies are basic including fire boxes, pit toilets, table, tent/trailer pad, and piped water. The Forest Service sites tend to be more rustic than those of the Parks Branch.

The Region's 60 commercial campgrounds offer 1,857 sites, and are generally located along Highway 16 and near urban centres. A full range of services is provided including electrical, water and sewage hood-ups for trailer and recreational vehicles, while the larger establishments often have showers, laundry facilities and general stores.

2.3.2.4 Special Active Tourism/Recreation Activities

The rugged landforms and the variety of land and water interfaces provide opportunities for a number of active pursuits of interest to tourists. Some of the activities include big game hunting, sport fishing, skiing, mountain climbing, river rafting, canoeing/kayaking and extended trail riding.

The Yellowhead 16 Tourism Region is world famous for big game hunting. In 1978 the Region's licensed guide outfitters hosted 21.9% of the total non-resident hunters who engaged in 7,580 hunter-days, for the second largest volume of non-resident hunters and hunting activity in the province. The international clientele spent $2.3 million in the region, 26.4% of the provincial total and second highest expenditures related to hunting in the province. Moose, mountain goat, caribou, and mountain sheep were the most popular and most hunted species in the Region.5)

Sport fishing is another popular tourist activity within the Region. The Region contains in excess of 61 fishing camps, fishing resorts, and other related operations, the third greatest in the province. The small game/angling guides, the most in any region, hosted the second greatest number of guided fishermen in the province.6) Although the Region had the least resident and the second fewest non-resident fishermen days in the province (3.7% of the total angling activity - 1976/77 figures),7) sport fishing is extremely important in the Region. According to regional Fish and Wildlife Branch staff, fishing is the most popular tourist activity (except for sightseeing) and is responsible for attracting tourists and for the bulk of tourist expenditures.8) The immensity of the Region, its small population, the distances from major metropolitan centres, and difficult access within the Region to many lakes and rivers lead to a lower volume of sport fishing than that occurring in other regions, although the fisheries resources, both freshwater and marine, are excellent.

Downhill and helicopter skiing take place in several locations. There are downhill ski areas located near Prince George, Smithers, Terrace and Prince Rupert, with Hudson's Bay Mountain at Smithers being the largest. A helicopter skiing business operating from Valemount and from a lodge in the mountains nearby, lead their international clientele down the slopes of the Cariboo Mountains. Guided ski touring trips are also available. Elsewhere in the Region cross-country skiing occurs in some of the provincial parks, as well as informally in local areas.

Mount Robson Provincial Park is popular with mountain climbers particularly from British Columbia and Alberta, as it boasts the highest peak in the Rocky Mountains. Ascending the main peak involves a two to three day climb suitable only for seasoned mountaineers, while shorter trips may be made on the glaciers and surrounding smaller peaks. The Mount Robson area is very popular with mountaineering clubs and climbing schools, as well as individual private parties.

River rafting in the Yellowhead 16 Tourism Region, on the Stikine and Tatshenshini Rivers, has special appeal for adventuresome tourists.9) Two of the operations, one Canadian and one American, offer 10 to 14 day, 459 km wilderness trips on the Stikine which is rated as a wild river. The international clientele enjoy what is claimed to be one of the best wilderness experiences in the province; however, the river is threatened by proposed hydro-electric power development. Wilderness trips, 10 days in length, are also offered by numerous American outfitters on the Tatshenshini River, also rated as a wild river. Commencing in the very northwest corner of the Region, the 200 km journey passes through portions of British Columbia, the Yukon, and Alaska, and like the Stikine, is popular with an international clientele. The Tatshenshini is gaining a world-wide reputation as an excellent wilderness rafting river and is potentially threatened by over-use. (See Appendix 2 for River Classification System.)

Other rivers identified as having commercial rafting potential, but as yet are unexplored, include the Dease, Iskut, Nass, Kispiox, Babine, Bulkley, Nechako, and Bowron. The upper Fraser and the Morice Rivers have been explored and identified as having commercial rafting potential.

The numerous rivers and lakes in the Yellowhead 16 Tourism Region offer many opportunities for canoeing and kayaking, including the following:

Bulkley River - Houston to Smithers - one day or more.

Kispiox River - two days

Dease River - wild river - one week

Stikine River - wild river - two weeks

Bowron River - natural river - three to five days

Salmon River - recreation river - one week

Crooked River - recreational river - two to four days

Nechako River - Cheslatta Falls to Stuart River, recreational river - two to five days

Stuart-Nechako Rivers - recreational river - three to six days

Fraser River - Yellowhead Creek to Tete Jaune Cache, recreational river - two days

- Tete Jaune Cache to Prince George, recreational river - one week
- Prince George to Hope, recreational river - 10 days to two weeks.

Other rivers identified as being potentially suitable for tourist activities are the Morice-Bulkley river system, Skeena, Telkwa, Suskwa, and Fulton. All the rivers mentioned here vary with respect to degrees of difficulty, length of trips, expertise and accessibility.

Many of the Region's guide outfitters offer extended trail riding excursions for the purposes of photography, viewing wildlife and scenery, rather than for big game hunting. Large provincial parks such as the Spatzizi Plateau Wilderness and Tweedsmuir, are especially popular areas for guided riding trips.

2.3.3 Accommodation

Organized data on accommodation is mainly derived from two sources; the annual accommodation directories prepared by the Province through the Ministry of Tourism and from statistics kept by the Parks and Outdoor Recreation Division. The accommodation directory only records "tourist quality" facilities and moderately underestimates supply since not all tourist facilities are recorded in the directories.

2.3.3.1 Supply of Tourism Accommodation

Tables 4 and 5 indicate the amount of tourist accommodation available by type and area within the Region for 1979. A similar analysis for 1971 indicates that the number of tourist establishments has increased by 18% between 1971 and 1979. The number of establishments offering roofed accommodation has increased by 18% while campgrounds increased by almost 83% during the same period. The largest percentage increase in establishments occurred in the Park/Cariboo Ranges landscape/planning unit (67%). The greatest actual increase in establishments occurred in the Nechako Plateau. Decreases occurred in the Nass/Bulkley Valley and Skidegate Plateau units.

The total number of tourist accommodation units increased by 60% between 1971 and 1979. Roofed accommodation units increased by 39% while campsites increased by 143% during the same period. The largest percentage increase in units occurred in the Park/Cariboo Ranges area (175%) followed by the Queen Charlotte Lowland (165.5%). The greatest actual increase in units occurred in the Fraser Basin area (from 1,296 units in 1971 to 2,233 units in 1979). The average number of units per establishment offering roofed accommodation has increased from 20 in 1971 to 24 in 1979. Average campground size has increased from 26 to 34 sites during the same period.

TABLE 4

TOURIST ACCOMMODATION BY TYPE:
YELLOWHEAD 16 TOURISM REGION, 1971-1979

	ESTABLISHMENTS			UNITS			
Type	Number 1979	%	% Change 1971-1979	Number 1979	%	% Change 1971-1979	Average Units Per Establishment
Hotel	38	18.6	22.6	1,843	28.8	45.0	48
Motel	47	38.5	24.2	1,673	26.1	51.4	22
Cottage	11	5.5	100.0	65	1.0	21.8	6
Resort	13	6.5	40.0	102	1.6	- 14.4	8
Lodge	9	4.5	- 9.1	90	1.4	14.6	9
H/F Camp	13	6.5	- 30.0	114	1.8	- 29.7	9
Sub-Total	161	80.5	17.9	3,887	60.7	39.0	24
Commercial Campground	60	30.0	114.3	1,857	29.0	153.7	31
Public Campground	13	6.5	8.3	658	10.3	117.9	51
Sub-Total	73	36.5	82.5	2,515	39.3	143.2	34
Miscellaneous*	-	-	-	-	-	-	-
TOTAL	200	-	19.3	6,402	100.0	59.9	31

* Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979.

TABLE 5

ACCOMMODATION BY AREA: YELLOWHEAD 16 TOURISM REGION, 1979

	ESTABLISHMENTS			UNITS								
				Hotel, Motel Resort, Lodge		Cottages F&H/Camps		Campsites		Total		
	No.	%	% Change 1971-1979	No.	%	No.	%	No.	%	No.	%	% Change 1971-1979
Park/Cariboo Ranges	20	10.0	66.7	262	7.1	-	-	410	16.3	672	10.5	175.4
Fraser Basin	52	26.0	6.1	1,419	38.3	16	8.9	798	31.7	2,233	34.9	72.3
Nechako Plateau	55	28.0	27.9	443	11.9	112	62.7	746	29.7	1,301	20.3	71.2
Nass/Bulkley Valley	26	13.0	-10.3	370	10.0	20	11.2	269	10.7	659	10.3	9.5
Coast Kitimat Ranges	26	13.0	18.2	591	15.9	10	5.6	250	9.9	851	13.3	34.2
Hecate Lowland	8	4.0	33.3	470	12.7	-	-	20	0.8	490	7.7	48.9
Queen Charlotte Lowland	4	2.0	33.3	77	2.1	-	-	-	-	77	1.2	165.5
Skidgate Plateau	1	0.5	-0.50	17	0.5	-	-	-	-	17	0.3	-48.5
Queen Charlotte Ranges	1	0.5	0	20	0.5	-	-	-	-	20	0.3	-20.0
Skeena Mountains	-	-	-	-	-	-	-	-	-	-	-	-
Stikine Plateau	3	1.5	100.0	14	0.4	9	5.0	12	0.5	35	0.5	100.0
Northern Coast Mountains	-	-	-	-	-	-	-	-	-	-	-	-
Cassiar Mountains	2	1.0	0	15	0.4	2	1.1	10	0.4	27	0.4	-50.0
Atlin/Teslin Plateau	2	1.0	100.0	10	0.3	10	5.6	-	-	20	0.3	100.0
TOTAL	200	100%	18.3%	3,708	100%	179	100%	2,515	100%	6,402	100%	59.8

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979.

B.C. Research data on year of purchase indicates that there has been a 6.6% turnover of ownership of accommodation establishments in this region between 1971 and 1978.[10)]

Data on construction indicates that 30% of establishments were built between 1970 and 1978 while 23% of establishments are over 20 years old.

An analysis of building permits granted for construction of accommodation establishments indicates that 20% of units were built between 1971 and 1979. Twenty-nine per cent of these new units are located in the Park/Cariboo Ranges area, while 50% are spread evenly between the Hecate Straight Lowland and Coast/Kitimat Ranges area. The remaining 21% are located in the Nechako Plateau and Fraser Basin areas.

2.3.3.2 Occupancy

Annual hotel, motel and resort occupancy in the Region was approximately 68.5% for 1979. This rate is consistent with that of 1978 and is one per cent lower than the provincial average.[11)] There is not enough information available to permit a breakdown of occupancy rates by area.

The average provincial campground occupancy rate increased by five per cent, from 46% in 1976 to 51% in 1978. The public campgrounds in the Cassiar Mountains unit have a low occupancy rate of 26% (constant since 1977) and have experienced a 16% increase in available site nights. The Nechako Plateau area campgrounds have a high occupancy rate of 85%, a 14% increase since 1976. The public campgrounds in this area have experienced a 19% increase in available site nights since 1976.[12)]

There does not seem to be any readily available information regarding occupancy rates for commercial campgrounds operating in this region.

2.3.3.3 Seasonality

Approximately 29.5% of occupied room nights occur during the summer, while the spring and fall seasons account for 26.5% and 23% respectively. Only 21.5% of occupied room nights occur in winter. There is not enough information available to permit a breakdown of seasonal occupancy by area.13)

Fifty per cent of public campgrounds are open from May to September, the remaining 50% open later in June. Seventy per cent of campgrounds reach peak occupancy rates in July and August but the remaining 30% peak in July only.14)

2.3.3.4 Source of Occupancy

There is no information available regarding the composition of the accommodation markets for this Region.

2.3.4 Transportation Modes and Corridors

2.3.4.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operator. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself for it to be attractive to most tourists.

The following describes briefly the major and some of the secondary transportation facilities in the Yellowhead 16 Tourism Region.

2.3.4.2 Roads and Highways

Much of this region is centred on the highway from which the Region gets its name, the Yellowhead Highway - Highway 16. This route traverses the Region from east to west, that is from the Alberta - British Columbia border to the Pacific Ocean. In this section, the Yellowhead Highway and other routes in the Region are discussed.

Highway 16

Highway 16 originates at Winnipeg, crosses the Prairies and continues west from Jasper into British Columbia and through Prince George, Vanderhoof, Burns Lake, Smithers, Terrace, Port Edward and Prince Rupert as well as a number of other smaller centres. It is the major northerly tourist travel corridor across the western provinces, second in importance only to the Trans-Canada Highway.

Average daily summer traffic on the rural portions of this route range from about 1,000 to 3,000 vehicles.15) Traffic volumes in and around the urban areas are higher. Work is currently underway to resurface portions of this route and to upgrade some of the bridges.16)

Highway 37 - Stewart - Cassiar Highway

The Stewart - Cassiar Highway is linked to the Yellowhead by Highway 37 from Kitwanga and then runs north to the British Columbia/Yukon Territory border. It is not as well known as the Alaska Highway in the eastern portion of the province, but it is the only other road link to the northern limit of the province. These two roads join just inside the Yukon Territory to form a circle route which touches three sides of the province.

Highway 37 carries traffic volumes similar to those carried on the Alaska Highway[17)] at least at the southern end.

This highway is being improved to carry greater volumes and is currently rated as a good quality gravel road. The road is in good condition north of Cassiar. Improvements are being made between Kitwanga and Cassiar, and from Stewart to Cassiar, where the need for improvements is greatest; upgrading work is ongoing.

Highway 97

Highway 97 is not a major route within the Region but offers the main connection to Highway 16 from the southern portions of the province. It is of primary importance as it brings large tourist traffic volumes into the northern half of the province.

Highway 5

As with Highway 97, Highway 5 is not an important route in the Yellowhead 16 Tourism Region, but it does provide an important connection to the southeast areas of the province. It is becoming an even more important route between Kamloops-Vancouver and Edmonton.

Other Roads

The highway network in the region is also supplemented by a number of secondary roads. In this region, a major function of these secondary routes is to provide connections to the many lakes in the Region. Generally, these routes do not link with other routes but are either terminated at their destination or continue as resource-haul roads. There is an extensive logging road network that provides access to backcountry recreation areas that are very popular with regional, provincial and Albertan markets.

2.3.4.3 Scheduled Buses

The major scheduled bus service in the region is offered by Greyhound Lines. Farwest Bus Lines also offer a minor service in the Kitimat - Stewart area.

There is no scheduled bus service to Cassiar or north on the Stewart Cassiar Highway.

A summary of the major routes in the Region is given below. Most buses also stop at way points along the route.

Vancouver to Prince George - via the Trans-Canada Highway and Highway 97: several times daily.

Edmonton (Alberta) to Prince George - via Jasper and Highway 16: daily

Prince George to Prince Rupert - via Highway 16: daily.

2.3.4.4 Rail Service

The only significant passenger rail service in the Yellowhead 16 Tourism Region is offered by VIA Rail. It is along a route which approximately parallels Highway 16 from Jasper (Alberta) to Prince Rupert. This service is offered daily with stops at the major centres along the route.

2.3.4.5 Air Service

Major air service to the Yellowhead 16 Tourism Region is provided by Pacific Western and Canadian Pacific Airlines. The Region is well serviced with daily flights between Vancouver and Sandspit, Terrace, Smithers and Prince George. Daily flights are also offered between Prince George and Edmonton.

Air service between the various centres in the Region is offered three time per week.

Flights to and from other major centres in the province are offered from Prince George, generally on a daily basis.

International flights, and flights from eastern Canada land at Vancouver or Edmonton where passengers must transfer to other aircraft for the flight to the Yellowhead 16 Tourism Region.

Airports that are suitable for visitors using small aircraft exist at various other locations in and around the Region. Details of ground facilities at the various locations are available from the British Columbia Aviation Council.

2.3.4.6 Ferry Service

Ferry service in the Yellowhead 16 Tourism Region is controlled by the B.C. Ferry Corporation.

Prince Rupert is the most northerly point which the B.C. Ferry Corporation's Inside Passage route reaches. Service on this route is offered twice weekly in the winter and every other day in the summer. Other northern cruise ships also stop at Prince Rupert.

Passenger service (no vehicles) is provided twice weekly between Prince Rupert, Port Simpson and Kincolith.

In 1979, twice weekly B.C. ferry service to the Queen Charlotte Islands to a ferry dock near Queen Charlotte City commenced.

2.3.5 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and preferences of the traveller, can include airports, customs clearance, public transportation, vehicle rentals, accommodation, licensed restaurants, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information and health care facilities. Since the complete assortment of these services can be found only in the very largest provincial centres and detailed data are very limited, an assessment of the general availability of only five categories of services has been developed for the communities within the Yellowhead 16 Tourism Region. These services, i.e., accommodation, tourist information centres, food services, automotive services and hospitals, are presented by landscape unit and urban community in Table 6.

Accommodation includes both roofed (hotel/motel) facilities and campgrounds/trailer parks; the emphasis in this category is on availablility and choice - hence, number of establishments. Elsewhere in this study (Section 2.3.3) accommodation is discussed in greater detail. Most of the data is derived from the 1980 Provincial Tourist Accommodation Guide, although it is recognized that not all accommodation is listed as some is thought to be unsuitable for tourists. With regards to food services, there is no comprehensive guide which lists all restaurants by type (i.e., licensed, family, fast food) and other food outlets such as grocery stores. However, the Regional District of Bulkley - Nechako: Economic Profile and The Milepost contained specific information on the number of restaurants for some centres. No original in-field research has been undertaken. Tourist information refers to staffed tourist booths, most of which operate only during the peak tourist season, while automotive services generally refer to service stations offering fuel and some basic level of repairs. The availability of emergency health care and its distribution within the region is the concern behind the hospital location data.

In the Yellowhead 16 Tourism Region, Prince George is the dominant tourist service centre, offering a wide range of accommodation and food services, tourist information, health care, major automobile

TABLE 6

TOURISM SERVICE CENTRES: YELLOWHEAD 16 REGION

Landscape Unit	Urban Centre	Population 1976 Census 1)	Tourist Service Availability				
			Accommodation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)	Hospital 6)
Park / Cariboo Ranges	Valemount	957 (1979 est)	5M, 1H, 1C	Yes, Chamber of Commerce	Yes	Yes	No
	McBride	619 (1979 est)	3M, 2C, 1L	Yes	Yes, limited	Yes	Yes
Fraser Basin	Prince George	68,700 (1979 est)	17M, 9H, 4C	Yes	Yes, 17 restaurants	Yes	Yes
	Vanderhoof	2,242 (1979 est)	4M, 1R	No	Yes, 4 not associated with hotels	Yes	Yes
	Fort St. James	2,370 (1979 est)	3M, 1 M&C	Yes	Yes, 5	Yes, limited	Yes
Nechako Plateau	Burns Lake	2,059 (1979 est)	3M, 2C	Yes, Chamber of Commerce	Yes; 7 not associated with hotels	Yes	Yes
	Houston	3,300 (1979 est)	2M, 1C, 1M&C	Yes	Yes; 4 not associated with hotels	Yes	No
Nass/Bulkley Valley	Smithers	4,435 (1979 est)	6M, 4H, 2C	Yes	Yes; 6 not associated with hotels	Yes	Yes
Hazelton Mountains	-	-	-	-	-	-	-
Coast / Kitimat Ranges	Terrace	10,251	7M, 3H, 1C, 1 M&C	Yes	Yes, 15	Yes	Yes
	Kitimat	11,596	1M, 2H	No	Yes	Yes	Yes
	Stewart	1,382	2M, 1H	Yes	Yes	Limited	Yes
Queen Charlotte Lowlands	Masset (Village & Indian Reserve)	1,563 / 555	1H	No	Limited	Limited	No, Armed Forces Only
Skidgate Plateau	Queen Charlotte City	727	1M	No	Limited	Limited	Yes

TABLE 6 CONTINUED

TOURISM SERVICE CENTRES: YELLOWHEAD 16 REGION (CONT)

Landscape Unit	Urban Centre	Population 1976 Census 1)	Tourist Service Availability				
			Accommodation 2)	Tourist Information 3)	Food Service 4)	Automotive Service 5)	Hospital 6)
Queen Charlotte Ranges	Sandspit	598	1M	No	Limited	Limited	No
Skeena Mountains	-	-	-	-	-	-	-
Stikine Plateau	-	-	-	-	-	-	-
Northern Coast Mtns.	-	-	-	-	-	-	-
Cassiar Mountains	-	-	-	-	-	-	-
Atlin / Teslin Plateau	Atlin	250	1H, 1R	Yes	Yes; limited, (1 cafe)	Limited	No

SOURCES:

1) 1976 Census, Statistics Canada, unless otherwise noted when figures are usually municipal or regional district estimates.

2) Accommodation and Campground Directory, British Columbia 1980. Ministry of Tourism.

3) Yellowhead 16 Tourist Association, September 1980.

4) Figures by type of establishment and urban centre are not published. But the Ministry of Health 1979 figures for approved food establishments include:

HEALTH UNIT	NO.
Northern Interior	263
Skeena	199
	462

Supplied by the Restaurant and Food Association of British Columbia, May 1980. Information regarding the number of restaurants in certain centres is from: Regional District of Bulkley-Nechako: Economic Profile. Foodwest Resource Consultants, Vancouver, April 1980; and The Milepost 1979. The Alaska Magazine, Anchorage, 1979.

5) Emergency Road Service Directory, British Columbia Automobile Association, January 15, 1980 and Approved Auto Repair Services, British Columbia Automobile Association, 1980.

6) British Columbia Health Association, January 15, 1980 Member List. (Only acute care facilities with emergency services were considered.)

services, and a regional airport. The second most important tourist service centre is Prince Rupert, followed by Terrace and Smithers. The small settlements of McBride and Sandspit have important gateway roles for the Region's easternmost portion and for the Queen Charlotte Islands, respectively, though offering basic services only. Certain landscape units within the Region are quite deficient in meeting basic tourist service needs, with five units devoid of population concentrations and hence tourist services. The Fraser Basin unit has the strongest service capability, while those units with centres located along Highway 16 can meet most service needs. Very minimal services, such as gas stations, grocery stores, coffee shops, a few small motels/campgrounds, can be found along the Stewart-Cassiar Highway and on the Queen Charlotte Islands, two areas where transportation changes18) will stimulate more travel and service demands.

2.4 Human Resources

2.4.1 Introduction

The following paragraphs describe the demographic and socio-economic character of the Region. Trends in population and income growth as well as in the make-up of the labour force are considered for their implications for the tourist industry. The socio-economic character of the Region is also reflected in the events and attractions which are offered. These are described in the third part of this section.

2.4.2 Regional Demography

Table 7 summarizes the demographic characteristics of the Yellowhead 16 Tourism Region. The area is comprised of four regional districts: Fraser-Fort George (FFRD), Bulkley Nechako (BNRD), Kitimat-Stikine (KSRD), Skeena-Queen Charlotte (SQRD) and Stikine, an unicorporated regional district.

TABLE 7

DEMOGRAPHIC CHARACTERISTICS:

YELLOWHEAD 16 TOURISM REGION, 1971-76

	Value			
Characteristics	1971 (A)	1976 (B)	Percentage1) Change Over 1971 (C)	Index2) (D)
Population (000)3)	152.6	175.2	14.8	115
Age Distribution Percentage3)				
Under 15 years	36.9%	32.6%	1.7	135
15 - 64 years	60.0%	64.2%	23.3	97
65 years and over	3.1%	3.2%	19.0	33
Average Family Size3)	4.1	3.7	-	112
Percentage of population 15 and over having Grade 11 or more education3)	44.2%	56.8%	57.4	90
Average Real Income4) (1971 dollars)	$6,506	$7,825	20.3	103

Notes:

1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.

2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).

3) Central Statistics Bureau, Ministry of Industry and Small Business Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979). Represents Peace River-Liard Regional District.

4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

Population is now estimated at in excess of 195,000. Population growth from 1971 to 1976 was somewhat faster than in the province as a whole. The eastern portion of the Region accounted for most of the growth while the regional districts of Kitimat-Stikine, Skeena-Queen Charlotte, and Stikine experienced little or no growth during that period. Growth was fastest in the working age population and very slow in the under 15 age segment. The Region still has a predominantly youthful population, with the retirement age group representing only 3.2% of the total population compared with 9.4% for the province as a whole. The higher proportion of youth was reflected in the average family size which, though it has declined, is still well above the provincial average. Level of education rose faster here than in British Columbia as a whole but is still below the provincial average. Income growth and average income levels are very close to the provincial norm.

Most of the population of the Region is concentrated along the Yellowhead 16 highway from Prince George to Prince Rupert. Prince George is the largest community in the Region with a population of 59,926 (1976 Census), although growth has been substantial since that figure. The other major population concentration is the Kitimat (1976 pop. = 11,956), Terrace (10,251), Prince Rupert (14,754), triangle in the coastal portion of the Region. In 1976, about 25% of the population lived in small towns and villages and about 14% lived in unincorporated areas.

2.4.3 Economic Activity

Table 8 summarizes the employment and unemployment situation in the Yellowhead 16 Tourism Region. The economic resources vary considerably between separate parts of the Region. The Fraser-Fort George economy is based on the great forest resources of the region and on the strategic location of Prince George, the major commercial and service centre for the northern half of the province.

TABLE 8

EMPLOYMENT BY ECONOMIC ACTIVITY, 1979

Major Sources of Economic Activity

Location	Level of Unemployment	Agriculture	Forestry	Fishing	Mines, Quarries and Oilwells	Forest Products Mfg.	Other Mfg.	Construction	Transportation, Communication, and Utilities	Trade	Finance, Insurance and Real Estate	Health, Education and Welfare	Tourism	Other Services	Public Admin. and Defence
Fraser Fort-George (Pr. George Area)	A	-	M	-	-	M	-	m	M	M	m	M	m	-	m
Bulkley Nechako R.D.		M	M	-	M	M	-	m	m	M	-	M	-	-	-
Kitimat Stikine		-	M	-	*	M	M	m	m	M	-	m	m	-	-
Skeena-Queen Charlotte R.D. (Pr. Rupert Area)	B	-	m*	M	-	M	M	*	m*	M	-	M	m	-	m
Stikine															
Total Region		-	M	-	-	M	M	m	M	M	-	M	m	-	m

Notes:

B = Below Average
A = Average

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)
* = Planned or anticipated major new development

Sources: Prince George: Current Estimates provided by Employment and Immigration, Prince George Canada Employment Centre and Fraser Fort George: Regional Development Commission, 1977 Employment Survey Greater Prince George.

Bulkley Nechako: Current Estimates by BNRD, Employment Development Commission

Kitimat-Stikine: Current Estimates provided by CEC, Terrace, and the Kitimat-Stikine R.D.

Skeena-Queen Charlotte: Current Estimates provided by Canada Manpower Centre, Prince Rupert.

Ministry of Economic Development, B.C. Regional Index, 1978.

Prince George has developed rapidly and is now the third largest city in the province. Manufacturing in the FFGRD is dominated by a few major forest products companies. There are three pulp mills in Prince George itself and two outside the Region in MacKenzie. Forestry also supports many sawmills throughout the regional district. This industry is expected to expand and will retain its dominance over the foreseeable future. Forestry is also the primary resource in the BNRD and supports numerous sawmills. Here, however, there is greater diversity of resources. Agriculture is a major employer particularly in the Bulkley Valley. To the north of the highway is Granisle, a centre for copper mining, while a silver mine is under development near Houston. Coal, silver and gold have been mined intermittently in the area and may become important again with a boom in precious metal and energy prices.

The population of the eastern portion of the Region is concentrated in the Terrace, Prince George, Kitimat triangle. The economy of Terrace is based on the forest industry. It is also an important administration and trade centre and a trans-shipment point for truck and rail freight. Kitimat is the location of the Aluminum Company of Canada (Alcan) smelter which is the largest single employer in the Region. A pulp mill and a number of sawmills help to balance the economy. Prince Rupert is the western terminus for the Canadian National Railway. It is also an important commercial fishing port and centre for fish processing. Forest products are another major source of employment and there is a pulp mill at Port Edward. There are good prospects as future development expansion of the port facilities at Prince Rupert occurs particularly with the difficulties experienced in grain handling in the Vancouver area and the development of northeast coal. Limited growth is also occurring in the forest industries as two new sawmills are being constructed in the area. The Stewart area to the north has large deposits of copper and molybdenum but mining activity has been very erratic. Improvements of world market prices could rejuvenate the area. The Queen Charlotte Islands are very sparsely populated with the major concentration centred at Masset. The Canadian Forces Base is the major employer in the area, although forestry, iron and copper mining, and commercial fishing are other critical employers on the Islands. Manufacturing activity is limited mainly to four small sawmills and fish packing plants. The only important employer in the Stikine Region is the asbestos mine at Cassiar. The Region's forest and mineral resources are largely unexploited but improvements to the Stewart-Cassiar highway should open up this area to development in the future.

Tourism is not highly developed in the Region. Hunting and fishing are the main tourist attractions in the interior but the coastal area has good potential for sports fishing. Hudson Bay Mountain near Smithers has been developed as a ski site but is at present utilized mainly by residents of the Region. The presentation of native culture also has been developed to some extent. The Region lacks little in the way of scenery and other attractive resources but highway distances and the relative inaccessibility of large parts of the Region make it difficult for it to compete with comparable attractions to the south.

2.4.4 Events and Attractions

The existing events and attractions in the Yellowhead 16 Tourism Region are representative of the current level of tourism development and are summarized below. Generally, the Region's strength is in natural resources although man-made events and attractions are important supplements. The Region is known for spectacular scenery, sport fishing, big-game hunting, Native culture, fur trading/pioneer heritage, mining and more recently, helicopter skiing.

From a natural attractions perspective, the major features are the several mountain ranges, lake filled valleys, the rugged coast and islands, which together create superb scenery and are a major drawing card. Specific mountain areas such as those found in Mount Robson, Tweedsmuir, Spatzizi and Atlin Provincial Parks, offer fine year-round outdoor recreation although access within and to some parks is limited. Other mountain areas offer a wide range of skiing activities including alpine, cross-country, touring, and helicopter skiing; Hudson Bay Mountain is the most developed ski area to date. The Region includes the well known Interior Lakes District, consisting of several huge lakes such as Babine, Stuart, Ootsa and Tahtsa, all of which provide excellent sport fishing. River rafting on the Stikine and Tatshenshini Rivers is internationally famous for long wilderness trips. The Stikine is also known for its impressive Grand Canyon, approximately 70 km long. Several modern mining operations are found throughout the Region and abandoned gold mines are located near Atlin and Stewart. The Region also offers hot springs at Lakelse, Atlin, and on the Queen Charlotte Islands, extinct volcanoes and lava beds, glaciers and icefields.

Man-made attractions are distributed primarily along the highway and secondary road corridors. The preservation and presentation of the northwest Native culture is a strong feature in the Region; the best examples are the 'Ksan Indian Village and National Exhibition Centre near Hazelton, the Museum of Northern British Columbia in Prince Rupert, Skidegate Museum, and the numerous abandoned and present day Haida Villages on the Queen Charlotte Islands. The Region's pioneering heritage is the second strongest feature. Fort St. James National Historic Park preserves the site of an 1800's Hudson Bay fur trading post and the first capital of what is now British Columbia. Stewart and Atlin contain many artifacts from the Gold Rush era of the late 1800s, and hikers can make the four-day trip over the Chilkoot Trail following one of the original routes through Bennett, B.C. to the Yukon goldfields. Many industrial tours are available in pulp, paper, and lumber mills, a fish cannery, and some of the mines referred to previously.

Other man-made features include art galleries, museums, theatres, and golf courses found in most of the Region's urban centres.

Some new and enlarged attractions are now under discussion and for being provided around the Region. They include:

- providing ferry service to the Queen Charlotte Islands
- adding a new lift facilities to Hudson Bay Mountain Ski Area
- improving Lakelse Lake Hotsprings
- finishing the Stewart/Cassiar Highway
- strengthening the heritage resources in Hazelton, Native interpretive centres and paddlewheeler
- developing nodes along Stewart-Cassiar Highway
- establishing the museum site in Vanderhoof
- continuing the restoration at Fort St. James
- developing summer facilities at Purden or Tabor
- the proposal to designate the South Moresby Islands as an International World Heritage Site and/or provincial park.

As a result of the Province's Funfest program for 1980, events have received more prominence than usual resulting in increased scheduled events. The events which will be available in 1980 in this Region can be categorized as follows: a range of festivals (winter, spring, summer, cultural); cultural events (music, drama); fall and country fairs; rodeos; craft and hobby shows; loggers sports; equestrian events (horse-shows, gymkhanas); and specialty participative sports (golf, curling, skiing, baseball, soccer, hockey, basketball, archery, canoe and bathtub races, fishing derbies). The Sandblast in Prince George (a downhill ski race on sandbanks) and the Beach Buggy Days in Masset are two of the more unusual, while Atlin has the Annual Long Distance (dog sled) Race, Terrace a hang gliding meet, and Prince Rupert the Native Salmon Festival.

Within the Region, the Fraser Basin planning unit has the strongest combination of events and attractions. However, the Hecate Lowland unit is the strongest in the events category and the Nechako Plateau planning unit is strongest in the natural attractions category.

2.5 Historical Resources

The Region has had an important role in the development of the province and has numerous historical resources including a wealth of West Coast Indian archaeological sites, historic villages and totem poles, early explorer/fur trader visits, several gold rush episodes and interesting pioneering relics.

The Region has a wealth of resources from the West Coast Indian theme. The interior of the Region was occupied by various tribes of the Tahltan and Cassiar groups. Although little archaeological evidence has yet been discovered. The coastal groups, however, had a much higher level of cultural and material development because of the abundance of maritime resources. The carved totem poles, wooden plank long houses, ocean-going dugout canoes, various artifacts/ornaments and a strong verbal tradition of myths and stories remain and can be interpreted as part of an interesting, dynamic lifestyle. The most famous group are the Haida of the Queen Charlotte Islands, a proud and warlike people constantly raiding the mainland tribes - Tsimshian, Haisla, Tlingit and Gritskan. The Haida have been much studied by ethnographers with many of their artifacts and handicrafts distributed in museums within British Columbia and around the world.

A variety of opportunities are available in the Region for visitors to appreciate the West Coast Indian culture. Some of the best ones are the Queen Charlotte Islands Museum, Skidegate (Haida art and ethnographic collections, photo archives, large totem pole collection); Museum of Northern B.C., Prince Rupert; 'Ksan Indian

Village and Museum, Hazelton (reconstructed Gitskan village, northwest coast and interior Indian artifacts and history, guided tours). An Indian fort site at Kitwanga is presently being excavated and its history investigated by Parks Canada and the National Museum of Man. The area has been declared a National Historic Site and will eventually be developed and interpreted for visitors. There are also several other known archaeological sites with interpretive potential e.g., in the Nass and Cranberry Rivers.

The exceptional nature of the West Coast Indian culture has given it a strong image and the marketability of the native culture, arts, crafts and lifeways has the potential to be a strong tourist attraction. This Region has the best array of *in situ* interpretive features and areas in the province and these should be further enhanced and promoted. However, the Native Indian groups must decide for themselves how and to what degree their culture will be developed for tourism purposes.

European exploration of the coast began in the 1780s with Russian, Spanish and British visits related to the search for sea otter pelts. The Queen Charlottes were named in 1787 and Captain George Vancouver charted the coastline during the 1791-92 expedition on the *Discovery*. Early expeditions through the interior were led by Alexander MacKenzie in 1793 down the Fraser River, and in 1806 Simon Fraser established Fort St. James on Stuart Lake. This became the North West Company and later the Hudson's Bay Company headquarters for the northern interior. The fur trade remained the major land use until the territory opened up to pioneering in the 1890s on the coast; in the interior, the fur trade continued to dominate until 1914, upon completion of the railway.

The Fort St. James Hudson's Bay Company post is being restored as a National Historic Park. There are five original buildings *circa* 1884-89 being restored and seven others reconstructed. This has proven to be a popular attraction in the Region with visitation growing to over 14,000 since it first opened in 1976. At Prince George there is also a re-creation of the original Fort George trading post on the Fraser River that was the basis for the growth of the city.

The Region also had a series of gold rushes in the interior which started in 1872. The Cassiar gold rush, centred on Dease, McDame and Thibert Creeks, lasted until 1877 with hundreds of prospectors braving the harsh northern conditions. Little remains now but a few collapsed ghost towns.

In the northeastern corner of the Region lies the Chilkoot Pass Trail from Skagway, Alaska to Bennett Lake in British Columbia. This was the route traversed by miners during the famous 1897-98 Klondike gold rush. The Trail is now part of the international Gold Rush Historic Park administered by Parks Canada in British Columbia and the Yukon, and by the United States National Park Service in Alaska.

A tent city was established at the head of Bennett Lake where the men built rafts and boats to get them to Dawson City along the Yukon River. All that remains now is the shell of the First Presbyterian Church, built in 1899 overlooking the lake.

This area is quite popular with tourists as many cruise ships stop at Skagway and the passengers take the day trip on the old narrow gauge White Pass and Yukon Railroad.

In 1898 Atlin was the site of the last placer gold rush in the province, the end of a series that started in 1858 on the Thompson and Fraser Rivers and led to the rapid opening up of the province. The Atlin rush lasted until 1908. A fleet of lake steamers connected the town with the White Pass Railway line at Carcross and thousands of prospectors who were unsuccessful in the Klondike rush flocked to the area. Only a few people live in Atlin now, held captive by its magnificent scenery. The neighbouring town of Discovery, that once had a population of 10,000, lies completely empty. Visits to view these ghost towns, the old steamer Tarahne beached on Atlin Lake and to enjoy the scenic setting of the Lake and the provincial park provide a very intriguing side trip for travellers along the Alaska Highway.

The Pioneer Settlement/Resource Development era occurred relatively late in this part of the province due to its inaccessibility. After the Cariboo Gold Rush only a small number of ranchers settled in the North Fraser basin because of the distance from markets. Sporadic developments did occur on the coast however, with the Anglican missionary community of Metlakatla founded in 1862. It was to be a self-supporting community based on fishing and agriculture.

The largest church north of San Francisco was built in 1874 but the town never prospered; it was abandoned in 1887 and burned to the ground in 1901.

The Inverness Cannery, the first such factory on the northern coast of British Columbia, was built in 1876 at Port Edward which gradually attracted other companies and the foundation was laid for a new industry for the area based on the abundance of salmon. The original cannery operated until 1950 when it was closed down. It was destroyed by fire in 1973. TIDSA recently funded a study to investigate the feasibility of reconstructing a maritime museum on the Inverness Cannery site, south of Port Edward.

The Skeena valley and Prince Rupert were settled in the 1880's and a riverboat fleet plied the waters between the coast and the head of navigation at Hazelton. Settlement, limited as it was, was concentrated in the river valleys due to the ruggedness of the terrain. The interior of the Region was not opened for widespread settlement and resource extraction until the completion of the Grand Trunk Pacific Railroad in April 1914, when the last spike was driven near Vanderhoof.

Another interesting development was the construction of the Yukon Telegraph from Hazelton to Dawson City between 1899 and 1901. The trail blazed through the rugged northern wilderness became the major communication link between the south and the north until widespread use of wireless radio in the 1930s. The line still is in existence and is used by wilderness travellers.

This brief synopsis outlines some of the major events and resources of historical interest in the Region. The West Coast Indian theme is well represented and further development of this high profile culture should be encouraged. The fur trade era is also a strong theme throughout the Region and is well represented. The gold rush events, when co-ordinated with on-going developments related to the Klondike gold rush should be investigated further. The Hazelton area with its "Hand of History" town linking the native culture and early European settlement efforts with historic sites, buildings and interpretation is the type of heritage appreciation development that should be fostered in the Region.

2.6 Summary and Assessment of Tourism Resources

As outlined in the methodology, the landscape/planning units were defined and mapped for the Region and an inventory of the natural resources was completed. In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historical resources.

Based on this research, the planning team analysed the resources of each landscape/planning unit and the existing travel corridors to determine those areas with the highest capability for tourism in the form of natural, physical, human and historical assets.

The analysis was conducted using an Evaluation Matrix in which various tourism elements of the four major resource divisions (natural, physical, human, historic) within each of the 15 landscape/ planning or travel corridor units were assessed. The elements were then assigned a value ranging from 0 to 3 with 3 being the highest value received denoting an abundance and high quality of a particular asset. In this manner, within each corridor or landscape/ planning unit, the comparative abundance or scarcity of natural, physical, human and historical resources could be identified. For example, the Stikine Plateau unit has considerable natural resource assets but a low level of development of human and physical resources. Comparisons can also be made between units and corridors for each of the four resource divisions so that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

For summary purposes, the landform units and corridors with the highest scores for each tourism resource type are listed in Table 9.

The 15 landscape/planning units, with their combinations of topographic, biotic and climatic characteristics provide an impressive scenic setting and an exceptionally broad range of extensive as well as considerable intensive tourism/recreation opportunities. The mountain ranges, rugged plateaux, rivers and lakes provide the basis for activities ranging from mountaineering, backcountry hiking, and auto camping to river rafting, fishing and swimming in the warm weather season and alpine, cross-country and heli-skiing in the winter season.

TABLE 9

SUMMARY EVALUATION OF HIGHEST RANKED LANDSCAPE/PLANNING UNITS AND TRAVEL CORRIDOR BY KEY TOURISM RESOURCES

Landform/Planning Units with	Travel Corridor with
Best Natural Resources	Best Natural Resources
1. Park/Cariboo Ranges	1. Highway 16
2. Nass/Bulkley Valley Nechako Plateau	
3. Stikine Plateau	
Best Physical Resources	Best Physical Resources
1. Fraser Basin	1. Highway 16
2. Nass/Bulkley Valley	
3. Hecate Lowland	
Best Human Resources	Best Human Resources
1. Hecate Lowland	1. Highway 16
2. Fraser Basin Nass/Bulkley Valley	
3. Coast/Kitimat Ranges	
Best Historical Resources	Best Historical Resources
1. Nass/Bulkley Valley	1. Highway 16
2. Fraser Basin	
3. Hecate Lowland	

The three top-ranked landscape planning units were quite close in their total scores although they differed greatly in their character. The Park/Cariboo Ranges had outstanding land-based capability during warm weather and cold weather seasons supported by some extensive water-based opportunities. The two units tied for second were both strong on water-based capabilities although the Nechako Plateau is largely lake-oriented and the Nass/Bulkley Valley is river-oriented. The Stikine Plateau unit, ranked third, has outstanding extensive wilderness recreation capabilities for both the land and water based activities. Virtually all the other units ranked fairly high for extensive recreation capability, however, climatic limitations (e.g., short season or high precipitation) and limited facility development were major constraints.

With regard to developed physical resources, the Fraser Basin landscape/planning unit, with the longest period of human settlement and the major urban centre of the northern half of the province, ranks the highest. The unit has the largest supply of accommodation, convention facilities, excellent transportation services as well as some modestly developed recreation amenities. Somewhat down the scale, but ranking second and third, were the Nass/Bulkley Valley and the Hecate Lowland. Both units have important regional or district urban centres with a modicum of roofed and unroofed accommodation. The Nass/Bulkley Valley unit is slightly stronger having a regional airport and a considerable array of developed tourism facilities and commercial operations. Prince Rupert in the Hecate Lowland has fewer tourism amenities as it serves more of a trans-shipment function than an intermediate tourism destination function.

The Hecate Lowland landscape/planning unit with its diverse economic base, excellent museum and crafts, good array of events, community college facilities and very positive attitude towards tourism ranks ahead of the other units on the basis of human resources.

Following closely were the Fraser Basin and Nass/Bulkley Valley units which both attained second place rankings. The Fraser Basin unit is known for its rapidly growing population, lively events, and strong entrepreneurial capability while the Nass/Bulkley Valley unit contains the 'Ksan Indian Village, outstanding craftsmen, and a population very strongly in favour of expanding several aspects of tourism. Ranked third was the Coast/Kitimat Ranges unit with its high income, labour pool, and mix of lifestyles from Kitimat to Stewart.

The three dominant units in terms of historical resources are widely divergent in their particular foci or themes. The Nass/Bulkley Valley is exceptionally strong on the West Coast Indian theme, supplemented by resources stemming from Pioneer Settlement and early transportation elements. The Fraser Basin is well endowed with Fur Trade era resources. The third ranked Hecate Lowland has low-key representation from several themes including native Indian, maritime and resource development elements.

Based on the foregoing evaluation, the Nass/Bulkley Valley landscape unit is the outstanding unit in the Region as it ranks in the top three for all four resource divisions.

By all major categories in the Evalutation Matrix, the travel corridor based on the Yellowhead Highway (16) outranks the Stewart-Cassiar Highway route. Both routes have considerable water and land-based recreational opportunities, however, the quality and variety is far greater along Highway 16. There are many more towns and cities on Highway 16, thus the physical and human resources are much stronger. For similar reasons the heritage base has also received greater attention.

In summary, the Yellowhead 16 Tourism Region has an abundance of resources with the capability to support a broad range of year-round activities. In a few units the resources are in rather close proximity to each other but generally they are widely distributed. It is necessary to identify and rank those areas best suited for development according to the placement of existing physical facilities and the needs and opportunities provided by the available tourism markets while ensuring that the valued aspects of the natural resource base are protected from impairment.

FOOTNOTES:

1. Environment Canada. B.C. Climatic Data (Vol.1-SI). Downsview, Ontario, 1975.

2. Krajina, V.J. "Biogeoclimatic Zones of British Columbia". (Map at a scale of 30 miles/inch). Victoria: British Columbia Ecological Reserves Committee, 1973.

3. Farley, A.L. Atlas of British Columbia: Vancouver: University of B.C. Press, 1979.

4. B.C. Parks Branch. Parks Data Handbook 1979 and 1980 (for all provincial parks statistics).

5. B.C. Fish and Wildlife Branch. Economic and Resource Management Aspects of Commercial Use of Fish and Wildlife Resources in British Columbia: Phase I and II Reports; prepared by Canadian Resourcecon Limited and Quadra Economic Consultants Limited, Vancouver, 1978.

6. Ibid.

7. B.C. Fish and Wildlife Branch. Fish and Wildlife in British Columbia: A Review of Resource Values; prepared by Quadra Economic Consultants Limited, Vancouver, 1977.

8. Personal communication - Fish and Wildlife Branch, Smithers office.

9. Governments of Canada and British Columbia. British Columbia River Rafting Study; prepared by Thompson Berwick Pratt and Partners, Vancouver, 1979 (under TIDSA). All information regarding river rafting is taken from this report.

10. B.C. Inventory of Accommodation Facilities, 1979, B.C. Research.

11. Pannell, Kerr and Forster & Associates, Statistics and Travel Trends for Hotels, Motor Hotels, Motels and Resorts in B.C., 1979.

12. 1978 Campground Attendance Profiles.

13. Pannell, Kerr and Forster & Associates. Op.Cit.

14. 1978 Campground Attendance Profiles.

15. Summer Traffic Volumes for Years 1974-1977 on Provincial Highway in British Columbia. Traffic Engineering Branch, Ministry of Highways and Public Works.

16. Discussion with Ministry of Transportation and Highways staff, June 9, 1980.

17. Traffic Engineering Branch, Ministry of Highways and Public Works, Op.Cit.

18. Constant upgrading including paving is underway for the Stewart-Cassiar (37) Highway, while B.C. Ferry vehicle service has now been introduced to the Queen Charlotte Islands via Skidegate.

3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS

3.1 Introduction

The following chapter describes the current development of tourist activity in the Yellowhead 16 Tourism Region. The utilization of tourism resources is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities in which they participate. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

3.2 Tourism Markets

3.2.1 Existing Markets

The circle tour involving the ferry trip from Port Hardy on Vancouver Island to Prince Rupert and the scenic drive along Highway 16 from Prince Rupert to Prince George is very popular. Auto touring and related activities attract tourists from all market segments. Fresh water boating, salt and fresh water fishing, and big game hunting have moderate participation levels among all but the international market. The Region attracts some river rafters and canoe trippers, mainly from the United States. Other sports such as snowmobiling, flying and gliding attract mostly local residents and a few from other parts of the province.

The Region's native cultural attractions, including the 'Ksan Village and totem poles in their original settings are among the best in the province and attract visitors from the United States and other parts of Canada. The museum in Prince Rupert is also a good tourist draw. Most other events and attractions are local in their appeal.

3.2.2 Perceived Tourism Markets

Forum participants perceived the Region's main markets to be other areas of British Columbia, Alberta and then the other provinces of Canada. Tourists from the United States and Europe come as well, but in smaller numbers. Representatives from the Queen Charlotte Islands saw their main market as being adventurous tourists who appreciate the unique natural and cultural aspects of the Islands. It was felt that future emphasis should be placed on fly-drive, fly-ferry and fly-camper packages.

3.2.3 Market Opportunities

Phase I of this report identifies the type of resources which generate travel to or within British Columbia by market segment. During the course of this study, the resources of the Yellowhead 16 Tourism Region were evaluated in terms of the markets they could attract. A comparison of these identified opportunities with the existing level of participation by each market segment in activities within the Region gives an indication of which resources could most profitably be developed and the markets they would most likely attract. The results of this analysis are summarized in Table 10.

3.3 Market Forecast

Table 11 shows the forecast of person trips to the Yellowhead 16 Tourism Region for the period 1979 to 1983. Growth over the period is forecast at between 3.5 and 6.2% per year. This is slightly higher than the provincial average and indicates a small increase in the Region's share of the tourist markets. Much of the increase is attributable to growth in the number of visitors from other parts of Canada, but the Region's strongest market will remain British Columbia residents. In 1983 it is estimated that 76%

TABLE 10

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES
YELLOWHEAD 16 TOURISM REGION

	MARKET SEGMENTS				
SPECIALTY MARKET	International	U.S.A.	Interprovincial	Provincial	Regional
Saltwater Boating			X		
River Rafting	X	X	X	X	X
White Water Canoeing	X	X	X	X	X
Canoe Tripping			X	X	X
Saltwater Fishing	X	X	X	X	X
Freshwater Fishing	X				
Water Skiing					X
Alpine Skiing	X	X	X	X	X
Camping & Hiking	X	X	X	X	X
Mounting Climbing	X	X	X	X	X
Trail Riding			X	X	X
Snowmobiling				X	
Landscape & Wildlife Appreciation	X	X	X	X	X
Natural Parks	X	X	X	X	X
Fish Migration			X	X	X
Recreational Aircraft					X
Historic Parks & Sites	X	X	X	X	X
Native Cultural Settlements	X		X	X	X
Crafts	X	X	X	X	X
Lake Resorts			X	X	X
Hot Spring Resorts			X	X	X
Wilderness Resorts	X	X	X	X	X
Ski Resorts	X	X	X	X	X
Convention Facilities				X	X
Dams				X	X
Fish Processing					X
Timber Processing					X

X = Market Opportunities

TABLE 11

MARKET FORECAST: YELLOWHEAD 16 TOURISM REGION: PERSON TRIPS (000)

MARKET		FORECAST PERIOD				
		1979	1980	1981	1982	1983
B.C. Residents	H	635	670	710	750	790
	L	525	540	555	575	595
Other Canadians	H	50	60	70	85	100
	L	45	50	55	65	75
U.S. Residents	H	105	105	110	110	115
	L	105	105	105	105	105
Other International	H	10	10	15	15	15
	L	10	10	10	10	10
TOTAL	H	800	845	905	960	1,020
	L	685	705	725	756	785

to 77% of the visitors to the Region will be British Columbia residents. Other Canadians will make up about 10% of the market, United States visitors 11% to 13%, and other international visitors one per cent.

3.4 Visitor Profiles

3.4.1 Traveller Characteristics

Table 12 shows the characteristics of travellers to the Yellowhead 16 Tourism Region. A high proportion of British Columbia resident visitors are children and young adults. The age breakdown of visitors from other markets is typical of visitors to British Columbia. Existing data indicates a somewhat higher proportion of males to females among the survey respondents than is usual for the province. The educational levels of resident visitors are slightly below average but this is not reflected in their family incomes which are higher than average. Income levels among other visitors do not deviate substantially from those of visitors to the province generally.

3.4.2 Trip Characteristics

Table 13 shows the characteristics of trips to the Yellowhead 16 Tourism Region. Adults travelling in groups make up the largest proportion of parties to the Region though many also travel with children. Business is a relatively important reason for travel to the Region by British Columbia residents though much less so than for other visitors. Pleasure, however, is by far the most important trip purpose for all groups. The average nights spent in the Region are typical.

Auto is by far the most popular form of transportation among visitors as in other parts of the province though air as well as bus travel is more common than in some other regions.

TABLE 12

TRAVELLER CHARACTERISTICS: YELLOWHEAD 16 TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Age:	% Under 18	37	15	20	11	33
	18 - 24	15	11	9	10	14
	25 - 34	28	15	10	20	24
	35 - 54	15	33	28	39	18
	Over 54	5	26	33	20	11
Sex:	% Male	58	NA	NA	NA	58
	Female	[illegible]	NA	NA	NA	42
Education:	% Public School	32	NA	NA	NA	32
	High School	47	NA	NA	NA	47
	Technical/Vocational/Jr. College	5	NA	NA	NA	5
	University	14	NA	NA	NA	14
Family Income:	% Under $10,000	6	14	10	7	7
	10,000 - 20,000	48	30	30	11	44
	Over 20,000	46	56	60	82	49

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

TABLE 13

TRIP CHARACTERISTICS: YELLOWHEAD 16 TOURISM REGION

1

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Party Size:	Average Number of Persons	2	3	3	5	2
Party Composition:	% Single Adult	22	4	4	4	18
	Several Adults	45	48	48	48	46
	Adults with Children	33	48	48	48	36
Trip Purpose:	% Business	19	15	6	1	16
	Personal	4	1	3	7	4
	Pleasure	77	84	91	92	80
Trip Duration:	Average Nights per Party	6	14	30	32	10
Nights in Region:	Average per Party	4	4	4	5	4
Type of Transportation:	% Auto	67	61	55	22	64
	Recreational Vehicle	11	23	31	22	15
	Bus	11	*	2	4	9
	Air	11	16	9	52	11
	Rail	-	-	2	-	*
	Boat	-	-	*	-	*
	Other	-	*	1	-	*

TABLE 13 CONTINUED

TRIP CHARACTERISTICS: YELLOWHEAD 16 TOURISM REGION

2

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Accommodation:	% Hotel	7	8	13	22	8
	Motel	15	33	25	24	18
	Friends and Relatives	39	21	6	15	33
	Cottages/Cabins	15	1	1	*	12
	Public Campgrounds	12	16	25	15	14
	Private Campgrounds	6	17	22	15	9
	Other	6	4	8	9	6
Activities:	% Business	19	15	6	4	17
	Convention	4	NA	NA	NA	4
	Shopping	46	18	17	30	40
	VFR	67	28	12	20	56
	Sightseeing	41	39	51	78	43
	Camping	23	14	22	17	22
	Fishing	30	12	15	10	26
	Hunting	3	1	1	*	3

TABLE 13 CONTINUED

TRIP CHARACTERISTICS: YELLOWHEAD 16 TOURISM REGION

3

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Activities:	% Boating	23	6	6	14	19
	Skiing	9	NA	NA	NA	9
	Golf	8	NA	NA	NA	8
	Visiting Museums and Historic Sites	7	NA	NA	NA	7
	Attending Festivals and Events	34	18	16	30	30
	Swimming	NA	7	8	18	8
Expenditure:	% Accommodation	11	18	16	18	12
	Meals	21	23	16	17	20
	Groceries	12	11	14	11	12
	Transportation	37	33	41	26	37
	Recreation and Entertainment	5	5	2	2	5
	Shopping and Souvenirs	11	7	10	26	11
	Other	3	3	1	*	3
Average/Person/Day (1979 Dollars)		$17.00	$21.00	$20.00	$25.00	$18.00

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
Reports on Specialty Markets Sponsored by T.I.D.S.A.

Recreational vehicles are also very widely used in the Region, especially among out-of-province visitors. The most widely used forms of commercial accommodation are motels and campgrounds. A large number of residents also stay in commercial or private cottages. All forms of recreation have unusually high participation rates. Most popular are sightseeing, camping, fishing, and boating. Festivals and events also attract a large number of visitors. Average expenditures per person per day are close to average for the province as a whole. However, visitors tend to spend a higher than average proportion of their expenditures on transportation, recreation and shopping, and a lower proportion on accommodation than elsewhere in the province.

3.5 Development Implications

3.5.1 General Marketing

At present the Region's tourist resources are substantially underdeveloped. The traditional auto-touring market is highly seasonal, thus discouraging the development of full facility hotels. Visitors to the Region tend to be highly active. This suggests that a good market would exist for more organized revenue-producing activities such as white water canoeing, skiing, mountain climbing, and saltwater fishing. Wilderness and ski resorts would attract visitors from all market segments. Winter activities would need to be promoted to reduce to some extent the problem of seasonality. Though convention facilities would unlikely attract many out-of-province visitors, there is already substantial business travel to the Region from British Columbia residents. Prince George will grow in importance as a trade and service centre for the northern interior and might well attract more conventions if better facilities were available. Much of the Region's appeal, however, particularly that of the Queen Charlottes, is its relative inaccessibility. Care should be taken to preserve the wilderness areas and retain the unspoiled "frontier" qualities of the Region.

3.5.2 Accommodation Requirements

In 1978, an estimated 639,000 person trips were made to the Yellowhead 16 Tourism Region. Visitors including those passing through enroute to other main destinations spent an estimated 3,713,000 person nights in the Region. Of these, 924,000 person nights were spent in hotels and motels, and 809,000 were spent in campgrounds. By 1983, if accommodation preferences do not change, person nights spent in hotels and motels will be between 1,055,000 and 1,372,000, and 918,000 to 1,181,000 person nights will be spent in campgrounds.

In 1980, there were 3,516 hotel and motel units in the Region with an average occupancy of 68.5%. Tourists accounted for about 49% occupancy; the rest was due to work crews and other semi-permanent residents and commercial truckers. Assuming all markets grow proportionally and tourist occupancy remains at 49%, a net addition of 500 to 1,700 new units would be required by 1983. Since the occupancy rate is an average it is obvious that some establishments do much better and others are marginal. The recommended additions do not include replacement of older establishments or geographic redistribution of plant.

In 1979, there were 2,515 campsites in the Region. Assuming a season of May through September, campgrounds achieved an average occupancy of about 61%. The same level of occupancy could be retained with the addition of 360 to 1,180 new campsites by 1983.

4.0 LOCAL TOURISM ISSUES, CONCERNS, AND OBJECTIVES

4.1 Introduction

Chapter 4 examines the social component of tourism in the Yellowhead 16 Tourism Region. Current tourism developments are described, along with general attitudes found towards the tourism industry. Additional areas discussed are the tourism strengths and opportunities as perceived by residents of the area; and the issues and concerns related to tourism development. At the end of the chapter, locally defined tourism objectives are listed. Discussions held during, and briefs recevied at, the four public forums and the special meetings1) held in the Yellowhead 16 Tourism Region provided all the information and data for this chapter. A total of 92 individuals and 72 groups attended the forums, and 36 briefs were submitted. Government and municipal groups were represented as were numerous associations, societies and private individuals.

4.2 General Attitude Towards Tourism

In most of the Yellowhead 16 Tourism Region, tourism is seen as a way to supplement the local economy and to balance the north's dependence on the forestry industry. It was reported that most of the residents in the small northern towns are friendly towards tourists and welcome them. The only negative comment was that they do not want tourists to crowd the local fishing spots and forestry campsites.

However, on the Queen Charlotte Islands, tourism is seen by many residents as a tolerated inconvenience or unwanted evil. Many local residents and many of the Haida Indians fear that the possible influx of tourists will have negative effects on local lifestyles, on the wildlife population and on the fragile natural environment. Queen Charlotte Island residents like their isolation and fear that their community cohesion and quality of life will be harmed. With regard to the new ferry service, they feel they have not been consulted and that the road system and infrastructure, inadequate at present, will be further strained. There is also a belief that tourists are insensitive and will not mix with residents. It was a general concensus among most islanders that a freight ferry is more important than one which carries primarily tourists, since the cost of goods is extremely high in the Queen Charlottes. Haida Indian representatives expressed the fear that their old village sites will be further vandalized, that pollution will increase and that the quality of their artwork will decrease. In summary, forum participants expressed the desire for slow controlled development of tourism on the islands, and for a high quality, low volume tourism.

4.3 Perceived Tourism Strengths, Markets and Opportunities

4.3.1 Perceived Tourism Strengths

The main strengths of the Yellowhead 16 Tourism Region are seen as the expanses of untouched wilderness and the mountains. Many outdoor sports are available, fishing being one of the most popular. The area also has an array of historical resources, from the gold rush and Hudson Bay Company days, as well as an interesting Indian culture.

Each town in the Yellowhead 16 Tourism Region also has specific assets which can be used to attract tourists. Prince George has heritage buildings, parks and nearby Tabor Mountain Recreational Area. The Valemount/McBride area is close to Jasper and Mount Robson Provincial Park. Fishing and boating are available on McNaughton Lake. Historical sites and all types of wilderness outdoor recreation are available in the Fort St. James area northwest of Prince George.

The Fraser Lake area contains numerous lakes and hunting and fishing are popular. Smithers has a range of cultural activities such as a museum, art gallery and craft fairs. The Hudson Bay Mountain ski development is also near Smithers. The key attractions in nearby Hazelton are the 'Ksan Indian Village and the Hand of History Tours. In the Kitimat/Terrace area, salmon and steelhead sport fishing is possible while Lakelse Lake Hotsprings are located between the two communities. The Alcan tours at Kitimat also attract many visitors. In the north, Stewart is known primarily for its proximity to the Alaska Panhandle and accessible glaciers. Prince Rupert has a well known museum and a number of industrial tours.

The Queen Charlotte Islands are best known for their miles of beaches and their unspoiled quality, as well as the historic Haida Indian Villages.

4.3.2 Perceived Tourism Opportunities

A large number of suggestions on potential opportunities in the Yellowhead 16 Tourism Region were presented by forum participants.

Prince George, in the central part of the Region, was seen as a hub for day trips to such places as Fort McLeod, Crooked River and Huble River. Other suggestions were the development of a greenbelt area around the city, restoration of certain heritage sites in the city (e.g., the Hudson's Bay Company Fort) and development of nearby Tabor Mountain as a summer and winter recreation spot. Prince George representatives would like a cultural convention centre built in the city to attract conventions as well as to extend cultural activities for residents and tourists alike. The city could also act as a base for geological tours since many fossils and gems are found in the area. B.C. Rail should develop excursion train tours into the Peace River country.

Valemount, east of Prince George on Highway 5, is considered an ideal spot for winter recreation since helicopter skiing and heli-hiking are available on the Premier Range. Opportunities include development of a viewpoint at Rainbow Falls, completion of salvage operations on McNaughton Lake to facilitate boating and construction of a golf course near the city center.

The development of the Bear Lake community as a stopping and supply point for tourist was noted as were the need for more small fishing lodges with hunting, swimming and skiing possibilities.

Forum participants from Smithers would like to see a community performing arts centre built and the golf course expanded. Another suggestion was the development of Central Park as a cultural park for outdoor entertainment and the building of an equestrian centre. It was also felt that the Hudson's Bay Mountain near Smithers could be developed as a major destination ski area with year-round activities. In the Fraser Lake area in general, more provincial parks are desired (at present there is only the Beaumont Provincial Park) and more boat launching facilities are needed. It was also felt that the Bulkley Valley area could be developed into a canoeing/kayaking destination area, although good river guide maps, training courses and river campsites are needed.

In the Hazelton area the 'Ksan Village with its extensive presentation of native culture has become a major travel generator, however, visitors still only stay a few hours. The intent of some residents is to create in the Hazelton area a centre which can draw people off the Yellowhead 16 corridor and hold them for a few days. Within the Village of Hazelton, effort has been put into exploring the steamboat era opportunities for the Village since historically Hazelton was the furthest point up the Skeena River that steamboats were able to travel. Some study and work is currently underway.

In addition, local groups are assessing appropriate attractions and touring arrangements with nearby villages such as Kispiox. A multi-village concept based on native culture, outdoor recreation and the steamboat aspects of Hazelton was suggested to strengthen the Hazelton areas' ability to lengthen tourists' visits.

In the Terrace-Kitimat area it was felt by many that further development of the Lakelse Lake Hotsprings has the most potential. It could be made into a year-round tourist resort complex with alpine and cross-country skiing, golfing, camping and snowmobiling. Other possibilities include development of Kitsumkalum Ski Hill to include a hotel and second-home recreational lots, a stern-wheeler on the Lower Skeena River, an excursion train, nature trails which could double as snowmobile runs, and a charter fishing industry.

Representatives from the Prince Rupert area would like to see tourist attractions built in order to make the town a destination rather than just a transfer point. One possibility is upgrading of the waterfront area with boat charters and rentals. Other suggestions were a railroad museum, expansion of the existing Museum of Northern British Columbia and a Northcoast Maritime Museum in nearby Port Edward. (The proposed location for the latter is the old Inverness Cannery site on the Skeena River. It could include a marine museum, a special interest park, marina, playground and campsites. This proposal is widely supported.) A group of special tours could be organized of cannery sites, the harbour and historical sites such as Haysport, Port Essington and Metlakatla. Another suggestion was further exploration of native culture through the development of an expanded carving shed and working longhouse. It was thought that Mount Hays, outside Prince Rupert, could be developed as a year-round recreational area and that spots such as Butze Rapids, Kloyia Bay and Frizell Hotsprings could also be further developed.

Further development of the tourism industry in the Queen Charlotte Islands is disputed by many of the Island residents. However, natural features such as beaches and look-outs could be enhanced and more marina facilities could be developed, for example, at Alliford Bay. Development of aspects of the Haida Indian culture for tourist viewing is another possibility.

4.4 Issues and Concerns Regarding Tourism Development

A number of varied issues arose at the Yellowhead 16 Tourism forums. For example, it was felt that the Region itself is too big and should be split into "marine" and inland areas. More promotion and advertising of the Region is needed, but not before facilities are in place.

Another issue which arose is the need for preservation and development of the Region's historical and cultural resources. Environmental issues were also numerous. There was concern expressed that by damming of the Nanika River (the Kemano II project) harm will come to fishing and it will effect the attractiveness of the Bulkley Valley, thereby reducing tourism potential. Another concern was the need for special status for Moresby Island, part of the Queen Charlottes. Naturalist groups as well as outfitters felt that non-consumptive wildlife use should be promoted. Some felt that wildlife and fish quotas should also be decreased. It was also suggested that sport fishing on rivers such as the Kitimat be better managed. Mention was made that the fishery resource is declining through overuse and negative environmental impacts.

Another issue was the lack of training available to industry employees and the improvements needed in the Tourist Counsellor's training course. A Naturalist Club suggested that education of tourists would cut down pollution, litter and environmental deterioration.

4.4.1 Seasonal Aspects

Although the majority of tourists visiting the Yellowhead 16 Tourism Region do come in summer, it was felt that possibilities exist for more off-season development. Hunting is already popular in the fall, and winter sports such as skiing (alpine and cross country), snowmobiling and ice-fishing could be further developed and promoted. It was felt that the whole Region has four-season potential.

4.5 Weaknesses as a Tourism Area

The main weaknesses in the Yellowhead 16 Tourism Region lie in the transportation and accommodation sectors. It was felt that better ferry service along the coast is needed, especially for Kitimat and Stewart. Better public transportation is also needed on the Queen Charlottes and from Fort St. James. It was felt that access into the Upper Fraser area, in general, should be improved and that more facilities should be built along the road network. Another suggestion was that more interpretive centres are needed, especially at Prince Rupert.

It was generally agreed that more and improved accommodation is needed, both hotels and campgrounds. This is especially true of the Queen Charlotte Islands and of the smaller communities on the mainland if tourism development is to go ahead.

4.6 Tourism Linkages

A number of groups are already involved in tourism development and promotion. The historical societies are especially interested in expansion of museums and preservation of historical sites. The Chambers of Commerce also put forward a number of ideas for developments in their towns. Native Indian Bands were also active with regards to tourism in this Region.

4.7 Locally Defined Tourism Objectives

A number of objectives relating to future development in the Yellowhead 16 Tourism Region arose in the discussions and submissions at the public forums. Although some opposition might exist, these objectives seem to be fairly commonly held.

- develop more tourist generators
- improve accommodation and facilities for tourists
- extend visitors' length of stay and extend the season
- improve transportation means throughout the Region
- improve and upgrade roads and signage where necessary
- improve promotion of the Region's assets
- guard environmental quality
- revise the boundaries of the Yellowhead 16 Region
- proceed in a slow and careful manner with the development of tourism in the Queen Charlotte Islands
- offer a greater number of travel packages in the Region
- further develop winter outdoor recreation possibilities
- involve Native Indians in the planning process
- improve training for industry employees
- develop further the Region's historic resources.

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Introduction

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of government and private industry sectors.

The tourism industry in British Columbia has been characterized by fragmented growth and lack of planned tourism development. The relatively uncoordinated development of the province's natural, historical and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to indicate its long range goals and objectives, identify programs required to meet these goals and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry. In so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support.

Second, the regional plan will provide a basis for integrating the tourism industry's activities, and enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its action. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

5.2 Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to governmental agencies, private tourist operators and local residents into a co-ordinated program that optimizes the "public good" derived from the development and use of the natural and man-made resources of a region. Hence, it is a necessity that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness and allocates basic priorities to them.

A comprehensive process has been used in the preparation of the tourism development strategy for the Yellowhead 16 Tourism Region. Specifically, the steps in this planning process were:

a) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the region;

b) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;

c) the establishment of guidelines, principles and policies which defined the acceptability of alternative courses of action within the existing planning context;

d) the identification and assessment of appropriate development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the Region;

e) identification, evaluation and selection of a regional development concept;

f) determination of appropriate sub-strategies for the implementation of the development concepts.

The Yellowhead 16 Tourism Region is an unusually large and diverse region compared to the other eight regions and as a result has a broad tourism policy to reflect its markets and resources. A consideration used in the delineation of the boundaries was the fact that the Region now included, in total, the two main road networks (Yellowhead and the Stewart-Cassiar). This was seen as an important consideration since much of the existing and future development occur on or in close proximity to the two highway corridors. As a result more systematic planning and analysis could be undertaken without creating competitive situations in an area where there is a limited market and very similar natural and cultural resources.

In examining this northern area in a large regional context, it is possible to acknowledge and plan for the many unique and specific market requirements of northern British Columbia. Considering the location of the various gateway centres and the northern image associated with this region, it is possible and important to acknowledge the many opportunities for promoting the Northwest Territories and the Yukon in conjunction with development of the tourism industry in British Columbia.

5.3 Provincial Tourism Development Strategy

The provincial tourism strategy identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged:

> "To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation".

This policy statement recognized several province-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur with the existing rather fragmented tourist facilities and services to become a more centralized, concentrated destination industry and oriented toward specific resident and non-resident market sectors. The direction of the industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short-sighted approach and low capital investment characteristic of previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the social carrying capacity of an area. In the initial period, major emphasis is to be placed on investment in, and development of, tourism destination areas.

Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions, and parts of regions where warranted. For each sub-strategy, an appropriate planning, development and implementation approach is identified. As stated in the Provincial Strategy, the economy oriented sub-strategy has been recommended for the Yellowhead 16 Tourism Region.

The planning strategy derived for the Region in the Provincial Strategy generally recognized the diversity of the region and abundance of natural resources. However, due to the remoteness and size of major markets and limited number of travel corridors, it has been possible through the strategy to concentrate development in a limited number of extended stay/destination areas in important gateway and service centre areas in an attempt to increase both markets and market awareness of the Yellowhead 16 Tourism Region. Further, the limited investment capability by the private sector combined with the existing shortfall in tourism infrastructure, limited markets and shortness of season suggest an economic orientation be taken on a regional basis for future tourism planning.

As outlined in the planning strategy statement, the communities of Prince Rupert and Smithers are to have an economic oriented approach with a market oriented approach implemented at Prince George. The marketing planning strategy generally recognizes the resource/infrastructure in place at Prince George, the volume of destination and pass-through tourist traffic and the available investment capital to promote increased visitation to and through this area. Similarily, public involvement may be required to stimulate private investment in the other two communities where the economic feasibility of certain projects may not be immediately apparent due to low volumes of tourists. A similar marketing strategy for Highways 16 and 37 is proposed along the travel corridors between Jasper and Prince George and Hazelton and Cassiar. An economic approach is required between Prince Rupert and Prince George. It is anticipated that through these two approaches to nodal and corridor development, increased numbers of tourists will enter the region for extended periods of time thereby increasing the social and economic benefits derived from tourism.

In contrast to the areas discussed above, the Queen Charlotte Islands form an area with an entirely different set of social circumstances, economic infrastructure and resources. Because of the area's general remoteness and limited contact with high volumes of tourists, a conserver planning stragegy is proposed that will limit future tourism development according to both the wishes of the residents and the social and resource carrying capacities of the Islands. Growth in these Islands should be at a slow pace and the quality of life of the residents and their recreational/economic requirements should take precedence over non-resident tourist/ recreation requirements. With the initiation of a regular auto/ passenger ferry between the Islands and the mainland, detailed planning/design studies were initiated with significant involvement by the local population in planning future economic and social benefits for the Islands.

As outlined in the Development Strategy, tourism planning and development is directed along a major provincial travel corridor (Highway 16) and a secondary provincial travel corridor (Highway 37) linking the three major destination centres, Prince Rupert, Smithers and Prince George. It is anticipated that package tours (air/bus and boat/bus) will increase in importance and provide both day use and extended vacation packages for particular attractions. It is important to recognize that both corridors are part of much larger circle routes that connect with the major market and gateway City of Vancouver and the Alaska Highway system (Golden Circle Route). The many historical/cultural, marine and scenic mountain resources as well as specific attractions reflecting the local area are seen as some of the important elements in developing and promoting the package tour market.

The Implementation Strategy is the third component of the provincial tourism development strategy and is essentially concerned with the type, amount, timing and direction of public and private investment required to achieve the tourism objectives on a region, area, and corridor basis. The intent of the Implementation Strategy is to indicate the role of the public and private sectors. In response to the planning and development strategies adopted for the Region, an approach that will optimize the economic impact and support tourism development in the Region is proposed. This type of approach is also proposed for Smithers and related developments in the Nass Valley. A "Free Enterprise" approach has been identified for Prince Rupert and Prince George reflecting the economic capability of these communities to react to industry requirements. The western and northern corridors have an "Optimize Economic Impact" approach that will provide for the substantial economic investment required to initiate tourism development/services. Proposals and applications by the private sector for services and tourism generators that meet the general objectives of the Region should be actively supported by the various appropriate government agencies where properly planned and warranted.

It should be noted that a market oriented planning strategy is proposed for the Cariboo-Chilcotin Tourism Region to the south and a resource oriented approach in the Peace River-Alaska Highway Tourism Region and a conserver approach for the Thompson-Shuswap Tourism Region. It is likely that the Peace River-Alaska Highway and the Yellowhead 16 Tourism Regions will continue to be planned and developed in conjunction with one another to take advantage of the "Golden Circle Route" concept. A similar approach may also be considered when considering the many proposed developments along Highway 97 south of Prince George required to meet the objectives for Cariboo-Chilcotin Regional Tourism Plan. In order to achieve the Region's objectives for the northern part of the Yellowhead 16 Tourism Region, planning and development will have to be undertaken in a manner that will be complementary to the Yukon, Northwest Territories and the State of Alaska.

5.4 Regional Tourism Development Strategy

A regional tourism development strategy for the purposes of this plan is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and development of the industry leading towards the establishment of priorities for resource development, program formulation and management procedures. The strategy is to reflect both government, community and private sector goals and concerns be sufficiently broad in scope and flexible in approach to accommodate changing conditions and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.3 is generally well-suited to the Yellowhead 16 Tourism Region. Additional research and analysis, however, has affirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the concerns for maintenance of a high quality sport fishery in light of the Region's low biological productivity and the array of hydro, forestry and mining conflicts with recreation in the Kemano, Stikine, Highway 37 and Queen Charlotte Islands area. Further concerns are acknowledged regarding the impacts on social and natural resources associated with the establishment of a regular car/

passenger ferry to the Queen Charlotte Islands. Special problems to be addressed are adequate resource management to keep pace with growing tourism and changes in traditional lifestyles and affects on local economies as a result of tourism expenditures in remote communities. In some areas tourism growth is constrained as a result of a lack of municipal services and trained/available staff while in other areas it is a lack of ferry service. In most areas, the Region has typically a short high summer season and the coastal areas experience high rainfall. In addition to these many concerns, much of the Region is relatively remote for automobile traffic.

In planning the Yellowhead 16 Tourism Region, a number of important opportunities have been identified which are important in drawing particular market sectors to northwestern British Columbia. Many of the service centres and gateway communities have exhibited a positive attitude and understanding of the process and requirements of tourism development. The Yellowhead 16 Tourism Region is very diverse in character with a wide range of land and water attractions and resources possibly unequalled in the province. Development of the tourism industry in the Yukon, Northwest Territories and Alaska continue to draw increasing numbers of auto and package bus tours on the Yellowhead 16 Highway. Finally, continued improvement in roads, attractions and air service have all contributed to the development of the tourism industry in the Yellowhead 16 Tourism Region.

Based on the various constraints, opportunities, and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for the Yellowhead 16 Region. The region-wide development concept or policy is:

> "To diversify the economy of the Region by developing and increasing the number and type of accessible tourism and recreation attractions along the Highway 16 corridor. Economic

> incentives will be provided to diversify and upgrade the tourism and travel services at Prince George, Smithers and Prince Rupert. This will contribute to broadening the economic base and expanding tourism opportunities for the regional population. The Yellowhead travel route will also be developed as part of a land and water route linking Prince George and Prince Rupert with Vancouver with nodes capable of serving the various modes of transportation and accommodating package tours. The private sector will be encouraged to respond to tourism market opportunities for travellers along the Stewart-Cassiar Highway. Accommodation and services will be concentrated in nodes in order to control haphazard development and to protect the high quality fish, wildlife and scenic resources of the north of the Region. Road access will be minimal along the northern route necessitating the use of guiding, outfitting and fly-in services. The resources will be managed to accommodate high expenditure market segments."

This policy statement outlines the rationale to guide the future preparation of development concepts for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts for each of the 15 planning units (Figure 1) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach to tourism growth in the development guidelines and principles to be followed. These statements will indicate tourism development intent within the planning horizon and accordingly, should be included in integrated resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach a range of alternatives capable of application by various levels of government and the private sector can be evaluated or judged as to their contributions to the goals of the Region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to the possible benefits and potential conflicts that will arise. Within the tourism industry, it has become evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. This is especially significant in areas where there are a limited number of travel corridors and the tourist is forced to decide among a choice and range of attractions that are essentially very similar. A systems approach, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation from government agencies.

In promoting the orderly and economic growth of the planning area from a tourism perspective, the policies, tourism markets and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, identification of existing and future market opportunities, and to safeguard environmental quality, heritage elements and the social and economic benefits for the Region. It is anticipated that tourism in the Yellowhead 16 Tourism Region will begin to exercise an increasing influence on the course and direction of economic development in designated growth areas and will also exert a greater influence on regional planning throughout the study area.

In order to achieve a reasonable amount of flexibility in the plan to compensate for the diversity of conditions in the Region, an attempt is made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific individual use areas. While the development strategy provides a fair degree of flexibility, major technological advances and changes in the energy situation could develop which might affect the programs and policies and implementation of the plan. Therefore, the policy statements for the Yellowhead 16 Tourism Region should be reviewed at regular intervals (possibly every five years) and provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the Region.

In Figure 1, Regional Development Strategy, the development concept for the Region and each of the 15 planning units are outlined and the projected tourism markets and characteristics identified. The planning and implementation strategies, the tourism market and trip characteristics to be considered in realizing the development concept are shown.

As outlined in earlier chapters, much of the Region is of a mountainous nature with limited access and as a result, a conserver planning strategy has been recommended for eight units and a resource oriented strategy for seven units. The economic and market oriented approaches to planning have been identified in established areas that have particularly strong resources that could be developed or expanded to meet market expectations. In the Nass/Bulkley Valley, Coast/Kitimat Ranges and Hecate Lowland units there are particular opportunities for capital investment in tourism infrastructure/attractions by both the public and private sectors, and existing heritage and natural environment attractions that need a strong marketing approach to obtain the required level of visitation to be economically feasible. The marketing approach is particularly appropriate where a unit includes several attractions/ services in close proximity to one another along a major travel corridor.

As previously outlined in this chapter, there are a number of implementation approaches that may be taken to guide the growth and development of an area. The various planning strategies for each unit have been matched with the appropriate implementation strategies--facilitate growth, free enterprise, optimize future benefits and optimize economic impact. The wide variety of implementation strategies proposed in the regional development strategy is a strong reflection of the differences between the units and the solutions required to realize the development concept.

Because of the size and complexity of the Yellowhead 16 Tourism Region, a variety of market sectors frequent the Region as shown in Figure 1; international to regional markets have been identified for each unit. This may be explained in part by reviewing Drawing No. 1 which indicates that only one mainland unit (Skeena Mountains) is not crossed by a major travel corridor (Highways 16 and 37). Further, much of the entire region has quality sport fish and hunting lodges that are a strong attraction to both domestic and international markets.

Summer and fall are the tourist seasons in the Yellowhead 16 Tourism Region for most market sectors, and correspond with cruise boat schedules, hunting and fishing seasons and water conditions for river rafting. Some winter tourism is anticipated where regional ski developments such as Smithers and Prince George may attract both provincial and regional markets.

Non-urban sightseeing and special purpose recreation that can be pursued during warm or cool weather are characteristics of almost every unit in the Region. Whether it is viewing the splendour of a glacier, rafting on a wilderness river, attempting to land a trophy salmon, or walking along the sand beaches of Graham Island, the Region is unique in its diversity of quality natural environmental attractions. In order to maintain these unique attractions, it is essential that adequate resource management plans be implemented to safeguard their future availability and use. To complement the non-urban scenic resources, certain units contain internationally recognized west coast Indian cultural attractions. In addition, the coastal fishing and mining communities are unique and of interest to many visitors. As previously noted, many tourists visit the Region for special purpose activities; some of the more well known activities include wilderness river rafting, remote hiking/mountaineering expeditions, big game trophy hunting, kayaking and heli-skiing.

The relatively few service centres in the Yellowhead 16 Tourism Region are served by a range of transportation modes. As noted earlier, the road network is largely limited to Highways 16 and 37, and serves both the private automobile and tour buses. Air traffic is, however, quite extensive with a large number of communities served by scheduled local and regional carriers through the gateway cities of Vancouver and Edmonton. Considerable number of tourists pass through the Region because of the international port facilities at Prince Rupert which accommodate international cruise boats as well as ferries from Vancouver Island and Alaska. Here walk-on passengers, automobiles and tour buses enter and leave the Region with the result that Prince Rupert has an important role to fulfill as a transportation centre and gateway city.

Water-based (boating and sport fishing) and extensive land-based (scenic viewing, hiking and hunting) are the predominant activities enjoyed by tourists and these are activities for which the Region has a high capability. As previously noted the extensive outdoor activities are frequently complemented with West Coast Indian cultural attractions, ghost towns associated with the gold rush era, and the development of new industrial communities. These attractions provide the basis for day use and extended visitations. Characteristically absent from this Region (with the exception of attractions found at Prince George and Prince Rupert) as is the case with most northern B.C. tourism regions, is structured outdoor recreation opportunities. These activities are not considered to be important in the future development of the tourism industry in this Region except in designated service centres.

5.5 Northern Tourism Region Boundaries

As has been mentioned several times in the preceding chapters and as was mentioned during the public involvement process, the Yellowhead 16 Tourism Region is an extremely large area with diverse geographic/biological characteristics. This has made it very difficult to describe and assess the resources and derive the subsequent planning development and implementation strategies. It was suggested in the Provincial Tourism Strategy that consideration be given to dividing the two existing northern tourism regions, which together comprise almost half the province, into units of more manageable size and similar character.

Having completed the tourism plans for the two northern regions and dealt with the complexity of issues, resource analysis and tourism development problems, the consulting team reaffirms their earlier position as to the advisibility of restructuring the northern tourism regions. The consultant recommends that the boundaries of this Region along with the Peace River-Alaska Highway Tourism Region be re-evaluated. It is further recommended that three northern tourism regions be delineated on the basis of landscape unit and resource management unit lines.

However, the consulting team has proceeded with describing the tourism development plan for the Yellowhead 16 Tourism Region on the basis of the existing regional divisions.

6.0 REGIONAL TOURISM DEVELOPMENT PLAN

6.1 Introduction

In previous chapters, an assessment of resources and market analysis was undertaken and a summary of local attitudes, perceptions and policies was presented. This was followed by the development of a regional strategy, outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning area development concepts as outlined in Chapter 5.

The purpose of Chapter 6 is to highlight and describe the facility make-up of the regional plan and to identify specific guidelines and principles in the development of the plan. In addition, suggestions are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Yellowhead 16 Tourism Region. The guidelines and principles have been divided into three areas, namely, planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined as shown in the following sections.

A. Planning

i) Although the tourism industry is dependent upon the availability of recreational facilities, destination resorts and attractions, the primary purpose of the Plan is not just to identify opportunities for recreational developments. Instead, the intent of the study is to recommend a strategy for the growth and development of the tourism industry of the Yellowhead 16 Tourism Region through the identification of tourism developments and programs considering plant capability, resource potential and market opportunity in the face of competing developments.

ii) The tourism development plan resulting from this study is to be a region-wide plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the strategy does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both public and private sector consideration and financial investment, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to suggest future public sector action.

v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the maritime, mountain, valley and plateau landscapes (e.g., ocean, lakes, reservoirs, rivers, sport fish and wildlife populations, mountains and glaciers) which contribute to the year-round tourism potential of the Region must be protected and enhanced to ensure that the Region can continue to attract and satisfy increasing numbers of tourists.

vi) Planning must go "hand-in-hand" with the development of highways, ferry routes and airports when opening up new sections of the Region in order to maximize public tourism and recreation benefits and minimize conflicts and impacts.

vii) The Plan will reflect a sensitivity to the expectations and attitudes of local residents toward tourism and tourism developments. Through the consideration of social carrying capacities exhibited by different areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as ranching and fishing. In areas such as the Queen Charlotte Islands, considerable planning and development of tourism services should be carried out prior to and after instituting a mainland auto/passenger ferry service.

viii) The significant recreation and tourism potential of the Region should be given serious considerations in the use and management of Crown Lands. In this regard, co-ordination among the various agencies, private sector and levels of government is essential.

ix) The type, character and market attraction of intervening opportunities, or tourism development proposed for other regions throughout the province or in Alberta, the Yukon, the Northwest Territories and Alaska competing for the same markets, was considered in the Provincial Tourism Development Strategy and has been further assessed in the development of regional plans.

x) The long-range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the range and character of development opportunities recommended in the Plan.

xi) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource use, management or regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various resource use policies, plans and programs. In several critical areas, resource management decisions (for example, hydro developments), are required prior to capital investment by the tourist industry.

xii) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long-term basis, with short-term reviews (5 years) assessing the strategy's continued suitability to local, regional and provincial requirements.

xiii) The scenic character of valleys and adjacent mountain slopes, rolling uplands, ocean, lake, river and fjord shorelines in areas with existing or proposed tourism use should be protected by the establishment of land use policies which would recognize the scenic values.

xiv) The development of new attractions should occur within designated tourism areas and ensure a wide variety of activities and a healthy industry.

xv) The Plan will recognize the need to have its recommendations and development proposals reflect the plans of the Regional Districts of Bulkley-Nechako, Fraser-Fort George and Skeena-Queen Charlotte to generate support for their implementation on an integrated rather than "piecemeal" basis.

B. Development

i) The Plan will, wherever feasible, stress nodal development within specific tourism destination and extended stay areas and provide a variety of primary and associated tourism opportunities of both a maritime and terrestrial nature.

ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of an awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This aspect is especially important in the establishment of the regional tourism destination areas.

iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbances to other land uses especially in the valley corridors.

iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.

v) The Plan will recommend the upgrading of the existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the requirements of the target market segments.

vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each major destination/ centre with one or more major themes, giving it a distinct identity from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.

vii) Where warranted the Plan will endeavour to increase the competitive position of the Region's tourism industry by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments in the regional service centres and tourism destination areas. New shoulder season events and attractions should be established in recognized tourism centres.

viii) Mass modes of public access to the tourism attractions of the Region from market concentrations are to be explored and, where feasible, emphasized to lessen the impact of future energy-related travel dislocations. Bus, rail, air and ferry access throughout the planning area is considered particularly appropriate in this area of British Columbia due in part to the dispersed nature of the resources, widespread service centres, circle routes and the limited road network connecting the service centres and attractions.

ix) Public sector funds should be directed towards the provision of infrastructure and servicing requirements to support tourism growth. This is particularly important in planning for new highway corridors, circle routes and in establishing the nucleus of a tourism destination area.

x) Unserviced development should be restricted on lands adjacent to all water bodies until suitable servicing methods are determined.

xi) Designation of access routes and backcountry outdoor recreation areas is required to ensure that controlled access is provided for extensive types of recreation.

xii) Designation of wilderness parks and backcountry outdoor recreation areas are required to ensure that adequate areas are provided for extensive recreation and preservation of unique landscapes.

xiii) Designation of tourism travel corridors is required in order to obtain an integrated approach to the planning/preservation of scenic resources and to ensure realization of the goals and objectives for highway corridors from a tourism perspective.

C. Market

i) The Plan will focus on increasing the industry's penetration of the traditional regional, provincial and interprovincial markets supported by increases in the international high expenditure package tours, fly-drive, and specialty markets for river-rafting, fishing and hunting, cultural/heritage interpretation, heli-skiing, canoeing/kayaking and backcountry travel/mountaineering. Innovative package vacations utilizing the proximity of the available array of resources may be developed.

ii) Through a variety of avenues including theme associations, unique attractions, special events, and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities in character with the image of northern British Columbia.

iii) Even though the Plan will focus on the Region's traditional markets (i.e. sightseeing, fishing, hunting), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and a flexibility for, accommodating changes in the type and quality of activities, attractions and services required by traditional and other market segments.

iv) The Plan will encourage a strong effort being placed in retaining and expanding Canadian, U.S. West Coast and international markets through the development of a more competitive plant, the development and promotion of various types of packaged tours, improved air access and improved ferry/cruise ship facilities along the coast.

v) To ensure a continual commitment and use by the traditional international, U.S., Alberta, and regional markets of the planning area's tourism and recreation facilities, the Plan will strive to increase the quality of the existing/proposed maritime theme and heritage attractions at Prince Rupert and along the Yellowhead 16 route. Promotional schemes should continue to strengthen these images. Wildlife and sport fish resources require additional planning for hunting as well as non-consumptive activities. Programs should be developed to inform visitors at various gateway centres of the variety of tourism attractions and activities available in the Region to help distribute tourists to specific destination areas and along various travel routes.

vi) Extensive pressures for day use and weekend recreation facilities are generated by both the local residents and regional markets in the major service/gateway centres. The Plan will recognize these potential use conflicts and strive to reduce competition through facility location, development and programing for particular interest groups.

6.3 Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination areas; tourism service centres; gateway cities; transportation routes/corridors; destination resorts, events and attractions; and parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning, policy development and future funding assistance programs on a regional, corridor and nodal basis. In establishing the hierarchy and the elements included therein, the study team has been cognizant of the following:

- Natural, physical, historical and cultural resources within the planning area.
- Existing tourism facilities/accommodations.
- Present travel trends, habits and activity preferences of resident and non-resident markets.
- Future needs and expectations of market segments.
- Local goals and objectives and recognition of local lifestyles.
- Goals and objectives of the study from both provincial and regional industry perspecitives.

The hierarchy will assist in presenting a rationale for the Yellowhead 16 Regional Tourism Plan and allow easy comparison between tourism regions.

TABLE 14

HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Outdoor Recreation Areas

Tourism Service Centres

- International
- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes Including:
  - Scenic Drive/Route
  - Eco Tour/Route
  - Historic Route
  - Backcountry Route
  - Wild and Scenic River
  - Recreational Waterway

TABLE 14 CONTINUED

HIERARCHY OF DEVELOPMENT

Tourism Destination Resorts, Events and Attractions

- Summer Resorts
- Winter Resorts
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Tourism Events/Festivals
- Local Events/Attractions

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix 1.

6.4 General Description of Plan

Tourism in the Yellowhead 16 Tourism Region is expected to grow dramatically in the next five to 20 years with increased international travel, development of new resources, improvement in loop tour routes and services, and the expansion/development of tourism in the adjacent areas of Alaska, the Yukon, and the Northwest Territories. Therefore, in order to realize the potential of the Region in light of major constraints such as fuel shortages and increasing costs, tourism generators, services and accommodation will have to be strategically located and planned to accommodate specific destination and pass through markets. Employing this approach, the unique and outstanding resources in close proximity to the highway corridors will be given greatest attention.

As outlined in Drawing No.2, an integral part of the tourism growth is associated with the development of attractions on or immediately adjacent to the Yellowhead and Stewart-Cassiar Highway corridors. Developments in close proximity to these two corridors will continue to be of a specialized nature and involve low numbers of tourists. The demand for backcountry activities including river rafting, trophy hunting, sport fishing and wilderness hiking/mountaineering is expected to increase and it is therefore important that a strong "Maritime-Wilderness" image be marketed both nationally and internationally. Because of the large and diverse nature of the Yellowhead, it is recognized that it may be difficult to develop and market a single tourism plan/image associated with this region.

As indicated in the Provincial Tourism Development Strategy and as outlined in the strategy statement for the Yellowhead 16 Tourism Region (Figure 1), future tourism development is to be located in tourism destination areas and extended stay areas of regional significance as well as specific service and gateway communities. As noted in the hierarchy, specific outdoor recreation areas are discussed in the context of destination areas. It is anticipated that by identifying areas with distinctive themes and resources, an identity can be established with a positive effect on the development and marketing of the resources. Through the establishment of particular destination areas, a number of concerns can be more efficiently planned for or managed, including: mass mode transportation; development of a "critical mass"; provision of quality services, infrastructure, accommodation and attractions; increased opportunities for planned, controlled development; protection of environmental and quality of life objectives; and the need to extend seasons and move towards year-round operation. Many of these concerns could only be met through the designation of destination areas and systematic planning of the resources therein. These concerns are considered to be of singular importance in northern British Columbia where the markets are small and the season very short.

To assist the reader in understanding the plan, the various proposals are described in a geographical sequential manner beginning at the eastern end of the Yellowhead Highway and following through to Prince Rupert and the Queen Charlotte Islands. The latter part of the plan is concerned with proposed tourism developments/plans for the Stewart-Cassiar corridor as well as northwestern British Columbia.

6.4.1 Yellowhead 16 Provincial Travel Corridor

The 1,000 km Yellowhead 16 corridor from the British Columbia - Alberta border originating near Tete Jaune Cache and crossing the Region to Prince Rupert is part of a longer interprovincial highway network serving the travelling public through Manitoba, Saskatchewan, Alberta and British Columbia. It provides access to the greatest diversity of natural eco-systems in mountainous regions for wilderness hiking/camping experiences and to the cultural/ historical events and facilities in places like 'Ksan and Prince Rupert. All along the corridor, there are excellent opportunities for landscape and historic interpretation of the region related to the native culture and pioneering of the northwest. This corridor is a major northern route across British Columbia and will attract mass-mode tours such as bus package tours as well as the popular recreational vehicles.

1. Designate Yellowhead 16 as a Provincial Travel Corridor with definitive "Pacific Northwest Theme" based on the heritage and natural resources. Develop distinctive themed signage and, wherever possible, implement special design controls to protect landscape visual integrity, and improve sightseeing, historic and landscape appreciation by means of pull-offs at posted vista points, picnic areas and specific nodes with historic/ natural interpretation.

2. Certain provincial tourism service establishments along the highway should conform to a chosen architectural theme and should be designed to accommodate bus tours and recreational vehicles.

3. Develop a Yellowhead 16 tour pamphlet similar to the Trans-Canada Ecotours to interpret the many natural and cultural features; encourage extended stays at particular scenic and activity centres and promote the use of scenic loop tours connecting with the Yellowhead.

4. Develop a marketing approach to attract increased auto and bus package tours possibly in association with west coast cruise charters to travel along the Yellowhead and the Golden Circle route.

5. Develop additional trailer and tent camping facilities with good visibility from the highway and proximity to the natural water-bodies. The facilities are to take advantage of the large volumes of traffic and the excellent water-based recreational activities.

6. With bicycle tours becoming popular in the Rocky Mountains, examine the possibilities for long distance bicycle tours. Special considerations concerning road shoulder design and construction will be necessary to safely accommodate this form of travel.

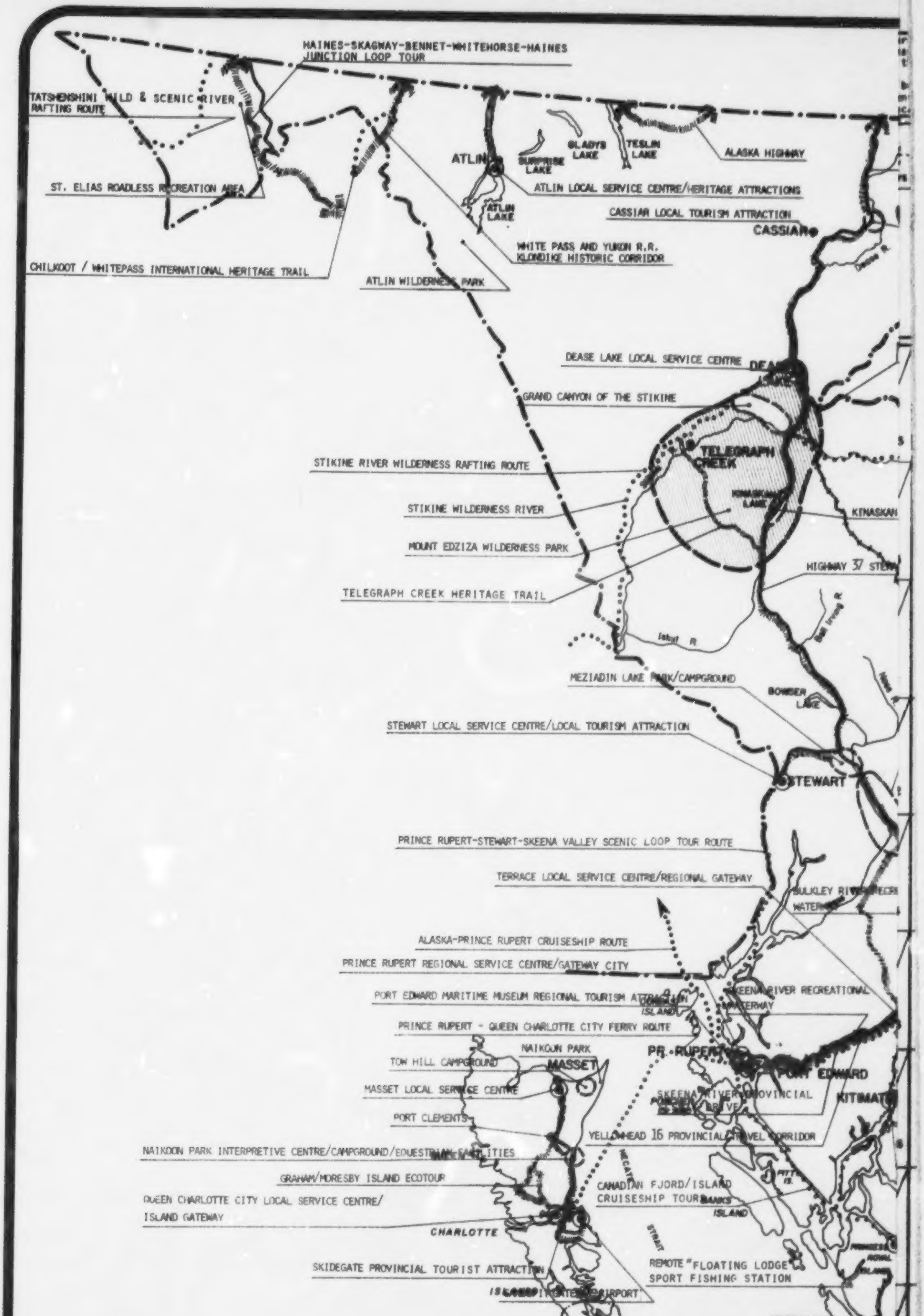
6.4.2 Provincial Gateway Tourist Orientation Centre

A major orientation centre is required on the Yellowhead Highway to promote the key destination areas, resorts, attractions, facilities and services along the westerly route to the Pacific. Further investigation is required to determine the final location for this facility, however, the two primary alternatives to be considered include Jasper townsite and the junction of Highways 15 and 16 near Rearguard Falls viewpoint. In assessing the optimum location further analysis is required concerning the markets to be promoted.

1. The orientation centre should include multi-language audio-visual programs describing the major events/attractions along the Yellowhead Highway and throughout the Region and to a lesser extent, other parts of British Columbia. The centre should be staffed on a year-round basis.
2. Establish a central reservation service for travellers requiring overnight commercial roofed accommodation in British Columbia.

6.4.3 Fraser River Recreational Waterway

The Fraser River from Rearguard Falls near Tete Jaune Cache into the Cariboo-Chilcotin Tourism Region provides a variety of water and land-based attractions of interest to tourists with varying levels of boating expertise and experience. It is proposed that this river be designated in the official regional plans as a recreational waterway and appropriate management guidelines be implemented to ensure its protection. It is also important that the attractions associated with boating on the river be documented in a comprehensive manner for use by local and other tourist use. The proper managment and promotion of a major river system, such as the Fraser, can significantly alter recreational patterns and requirements of certain segments of vacationers and reduce demands on park landscapes. As growth occurs, simple campsites and well signed access/egress points may be developed to facilitate use. Future management and use of the river should be undertaken with due regard for proposed developments on the lower reaches of the river in the Cariboo-Chilcotin Tourism Region.

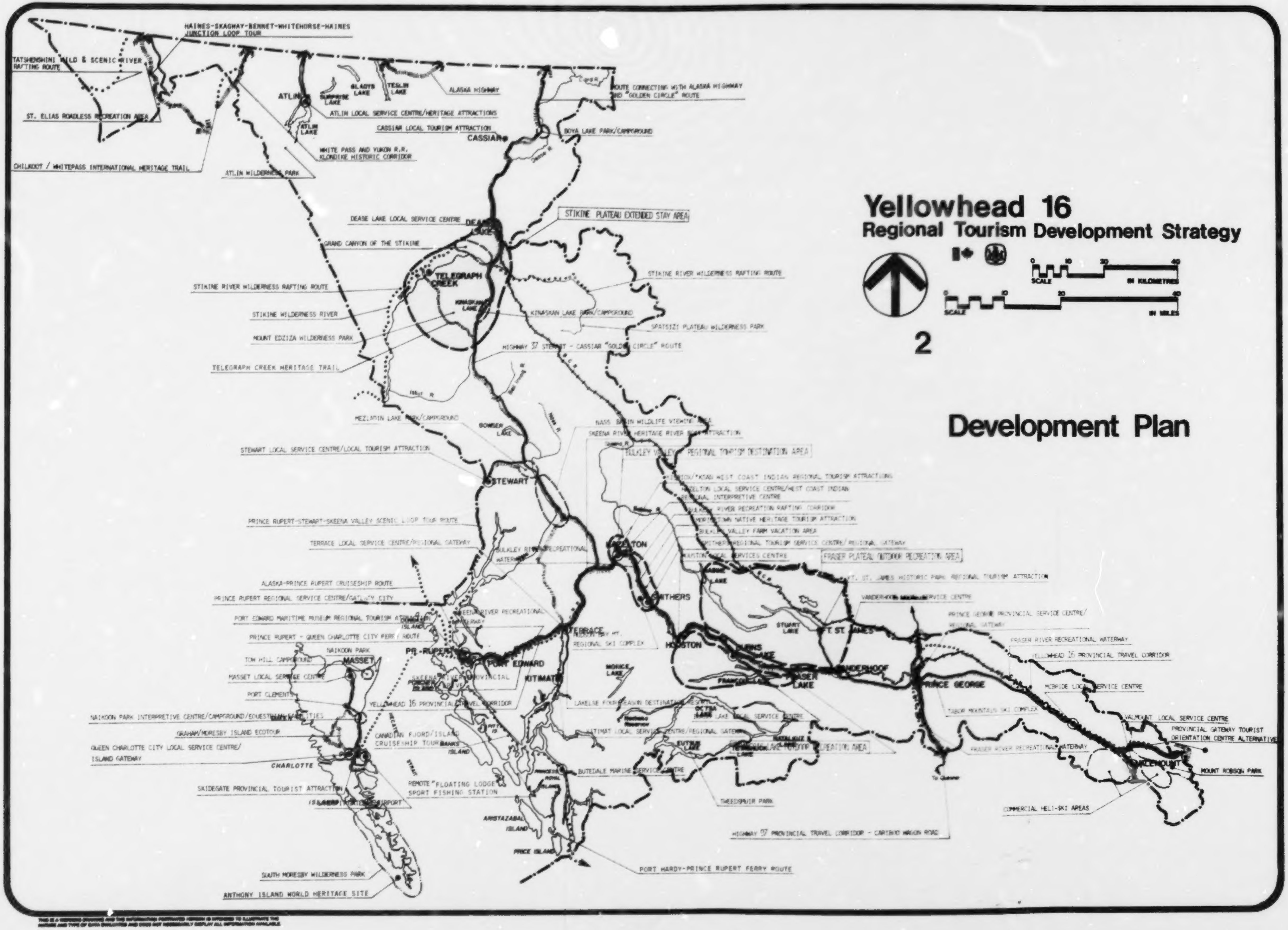

HAINES-SKAGWAY-BENNET-WHITEHORSE-HAINES JUNCTION LOOP TOUR
TATSHENSHINI WILD & SCENIC RIVER RAFTING ROUTE
ST. ELIAS ROADLESS RECREATION AREA
CHILKOOT / WHITEPASS INTERNATIONAL HERITAGE TRAIL
ATLIN
SURPRISE LAKE
GLADYS LAKE
TESLIN LAKE
ALASKA HIGHWAY
ATLIN LAKE
ATLIN LOCAL SERVICE CENTRE/HERITAGE ATTRACTIONS
CASSIAR LOCAL TOURISM ATTRACTION
CASSIAR
WHITE PASS AND YUKON R.R. KLONDIKE HISTORIC CORRIDOR
ATLIN WILDERNESS PARK
Dease R.
DEASE LAKE LOCAL SERVICE CENTRE
DEASE LAKE
GRAND CANYON OF THE STIKINE
TELEGRAPH CREEK
STIKINE RIVER WILDERNESS RAFTING ROUTE
STIKINE WILDERNESS RIVER
KINASKAN LAKE
KINASKAN
MOUNT EDZIZA WILDERNESS PARK
TELEGRAPH CREEK HERITAGE TRAIL
HIGHWAY 37 STE
Iskut R.
Bell Irving R.
Nass R.
MEZIADIN LAKE PARK/CAMPGROUND
BOWSER LAKE
STEWART LOCAL SERVICE CENTRE/LOCAL TOURISM ATTRACTION
STEWART
PRINCE RUPERT-STEWART-SKEENA VALLEY SCENIC LOOP TOUR ROUTE
TERRACE LOCAL SERVICE CENTRE/REGIONAL GATEWAY
BULKLEY RIVER RECR WATERWAY
ALASKA-PRINCE RUPERT CRUISESHIP ROUTE
PRINCE RUPERT REGIONAL SERVICE CENTRE/GATEWAY CITY
PORT EDWARD MARITIME MUSEUM REGIONAL TOURISM ATTRACTION
SKEENA RIVER RECREATIONAL WATERWAY
PRINCE RUPERT - QUEEN CHARLOTTE CITY FERRY ROUTE
NAIKOON PARK
TOW HILL CAMPGROUND
MASSET
PR. RUPERT
PORT EDWARD
MASSET LOCAL SERVICE CENTRE
SKEENA RIVER PROVINCIAL DRIVE
KITIMAT
PORT CLEMENTS
YELLOWHEAD 16 PROVINCIAL TRAVEL CORRIDOR
NAIKOON PARK INTERPRETIVE CENTRE/CAMPGROUND/EQUESTRIAN FACILITIES
HECATE
GRAHAM/MORESBY ISLAND ECOTOUR
CANADIAN FJORD/ISLAND CRUISESHIP TOURS
PITT IS.
BANKS ISLAND
QUEEN CHARLOTTE CITY LOCAL SERVICE CENTRE/ ISLAND GATEWAY
CHARLOTTE
STRAIT
REMOTE "FLOATING LODGE" SPORT FISHING STATION
SKIDEGATE PROVINCIAL TOURIST ATTRACTION
ISLANDS
SANDSPIT AIRPORT
PRINCESS ROYAL ISLAND
ARISTAZABAL ISLAND
PRICE ISLAND
SOUTH MORESBY WILDERNESS PARK
ANTHONY ISLAND WORLD HERITAGE SITE

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE.

Yellowhead 16
Regional Tourism Development Strategy

2

Development Plan


HAINES-SKAGWAY-BENNET-WHITEHORSE-HAINES JUNCTION LOOP TOUR
TATSHENSHINI WILD & SCENIC RIVER RAFTING ROUTE
ST. ELIAS ROADLESS RECREATION AREA
CHILKOOT / WHITEPASS INTERNATIONAL HERITAGE TRAIL
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ATLIN LAKE
ALASKA HIGHWAY
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CASSIAR LOCAL TOURISM ATTRACTION
WHITE PASS AND YUKON R.R. KLONDIKE HISTORIC CORRIDOR
ATLIN WILDERNESS PARK
ROUTE CONNECTING WITH ALASKA HIGHWAY AND "GOLDEN CIRCLE" ROUTE
CASSIAR
BOYA LAKE PARK/CAMPGROUND
DEASE LAKE LOCAL SERVICE CENTRE
DEASE LAKE
STIKINE PLATEAU EXTENDED STAY AREA
GRAND CANYON OF THE STIKINE
TELEGRAPH CREEK
STIKINE RIVER WILDERNESS RAFTING ROUTE
STIKINE WILDERNESS RIVER
MOUNT EDZIZA WILDERNESS PARK
TELEGRAPH CREEK HERITAGE TRAIL
KINASKAN LAKE
KINASKAN LAKE PARK/CAMPGROUND
SPATSIZI PLATEAU WILDERNESS PARK
HIGHWAY 37 STEWART - CASSIAR "GOLDEN CIRCLE" ROUTE
Iskut R.
MEZIADIN LAKE PARK/CAMPGROUND
BOWSER LAKE
Nass R.
NASS BASIN WILDLIFE VIEWING AREA
SKEENA RIVER HERITAGE RIVER BOAT ATTRACTION
Skeena R.
BULKLEY VALLEY REGIONAL TOURISM DESTINATION AREA
KISPIOX/'KSAN WEST COAST INDIAN REGIONAL TOURISM ATTRACTIONS
HAZELTON LOCAL SERVICE CENTRE/WEST COAST INDIAN REGIONAL INTERPRETIVE CENTRE
BULKLEY RIVER RECREATION RAFTING CORRIDOR
MORICETOWN NATIVE HERITAGE TOURISM ATTRACTION
BULKLEY VALLEY FARM VACATION AREA
SMITHERS REGIONAL TOURISM SERVICE CENTRE/REGIONAL GATEWAY
HOUSTON LOCAL SERVICES CENTRE
FRASER PLATEAU OUTDOOR RECREATION AREA
FT. ST. JAMES HISTORIC PARK REGIONAL TOURISM ATTRACTION
VANDERHOOF LOCAL SERVICE CENTRE
STEWART LOCAL SERVICE CENTRE/LOCAL TOURISM ATTRACTION
STEWART
PRINCE RUPERT-STEWART-SKEENA VALLEY SCENIC LOOP TOUR ROUTE
TERRACE LOCAL SERVICE CENTRE/REGIONAL GATEWAY
BULKLEY RIVER RECREATIONAL WATERWAY
HAZELTON
SMITHERS
BABINE LAKE
STUART LAKE
FT. ST. JAMES
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PRINCE RUPERT REGIONAL SERVICE CENTRE/GATEWAY CITY
SKEENA RIVER RECREATIONAL WATERWAY
PORT EDWARD MARITIME MUSEUM REGIONAL TOURISM ATTRACTION
DUNDAS ISLAND
PRINCE RUPERT - QUEEN CHARLOTTE CITY FERRY ROUTE
TERRACE
HUDSON BAY MT. REGIONAL SKI COMPLEX
HOUSTON
BURNS LAKE
FRASER LAKE
FRANCOIS LAKE
VANDERHOOF
PRINCE GEORGE PROVINCIAL SERVICE CENTRE/ REGIONAL GATEWAY
FRASER RIVER RECREATIONAL WATERWAY
YELLOWHEAD 16 PROVINCIAL TRAVEL CORRIDOR
PRINCE GEORGE
MCBRIDE LOCAL SERVICE CENTRE
TABOR MOUNTAIN SKI COMPLEX
VALEMOUNT LOCAL SERVICE CENTRE
PROVINCIAL GATEWAY TOURIST ORIENTATION CENTRE ALTERNATIVE
FRASER RIVER RECREATIONAL WATERWAY
VALEMOUNT
MOUNT ROBSON PARK
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COMMERCIAL HELI-SKI AREAS
NAIKOON PARK
TOW HILL CAMPGROUND
MASSET
MASSET LOCAL SERVICE CENTRE
PR.-RUPERT
PORT EDWARD
SKEENA RIVER PROVINCIAL PARK
PORCHER ISLAND
KITIMAT
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GRAHAM/MORESBY ISLAND ECOTOUR
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STRAIT
CANADIAN FJORD/ISLAND CRUISESHIP TOUR
BANKS ISLAND
PITT IS.
QUEEN CHARLOTTE CITY LOCAL SERVICE CENTRE/ ISLAND GATEWAY
QUEEN CHARLOTTE
LAKELSE FOUR SEASON DESTINATION RESORT
Nechako Reservoir
OOTSA LAKE
BURNS LAKE LOCAL SERVICE CENTRE
KITIMAT LOCAL SERVICE CENTRE/REGIONAL GATEWAY
EUTSUK LAKE
NATALKUZ LAKE
TETACHUK LAKE
TETACHUK LAKE OUTDOOR RECREATION AREA
PRINCESS ROYAL ISLAND
BUTEDALE MARINE SERVICE CENTRE
TWEEDSMUIR PARK
SKIDEGATE PROVINCIAL TOURIST ATTRACTION
ISLANDS INTERNATIONAL AIRPORT
REMOTE "FLOATING LODGE" SPORT FISHING STATION
ARISTAZABAL ISLAND
PRICE ISLAND
HIGHWAY 97 PROVINCIAL TRAVEL CORRIDOR - CARIBOO WAGON ROAD
PORT HARDY-PRINCE RUPERT FERRY ROUTE
SOUTH MORESBY WILDERNESS PARK
ANTHONY ISLAND WORLD HERITAGE SITE
B.C.R.
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SCALE
IN KILOMETRES
0 10 20 40
SCALE
IN MILES

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREIN IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE.

Regional Development Strategy

Figure 1

Regional Development Concept

To further develop the diverse cultural and natural resource base along major travel corridors by increasing accommodation and related services required by the package tour markets. Concentrate infrastructure/attractions in service centres/gateway areas to create a facility base that will maintain the interest of a broad tourism base beyond the traditional activities of sport fishing/hunting. Four-season resorts will be limited although fishing/hunting lodge/camps will be developed. Four-season areas will be limited to locations with a strong alpine/heli-ski base. Promote increased visitation through marketing/development of land, water, air and rail circle routes connecting Alaska, Yukon, with new/expanded day use and extended vacation events/attractions of a historical/cultural and natural environmental nature. A four season destination area centred on the Bulkley Valley, an extended stay area on Highway 37 and two outdoor recreation areas near Burns Lake should be developed to meet travel corridor objectives. Cultural attractions should be interpreted at Hazelton, coastal communities and in the Queen Charlotte Islands. Attractions such as the "Grand Canyon of the Stikine" should promote Northern Maritime and Wilderness B.C. images. Prince Rupert, Prince George, Mount Robson and Cassiar will be the primary entry points. Encouragement of non-consumptive practices, preservation of wild and scenic rivers and implementation of integrated resource management practices are required to attract growing backcountry markets.

Tourism Market and Trip Characteristics

Planning Unit Development Concept		PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL					GROUP MODE/ DURATION (days)		PRIMARY TRIP PURPOSE							TRANSPORTATION MODE ALTERNATIVES						ACTIVITIES AND EXPERIENCES									Implementation Strategy
		International	U.S.	Domestic	Provincial	Regional	Single/Family Groups	Package Tours	Four Season Vacation Resorts	Non-Urban Scenic Touring	Urban Site-Seeing	Special Purpose Recreation	Experience New Cultures & Lifestyles	Warm Weather Outdoor Recreation	Cool Weather Outdoor Recreation	Fly/drive	Rail	Auto/Bus	Boat	Boat/auto	Boat/rail	Boating/Canoeing	Fishing	Other Water Sports/Activities	Alpine Skiing/ Cross-Country Skiing Heli-Skiing	Hunting/ Wildlife Viewing	Structured Outdoor Recreation Activities Golf, Tennis	Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking	Historical Attractions/ Cultural or Popular Events	Special Features or Developments	
PARK/CARIBOO RANGES Unit serves as an entrance corridor to B.C. along Rocky Mountain Trench and Fraser valleys. Expand facilities in Mount Robson Park that will appeal to broad market segments and accommodate package/group tours. Establish McBride/Valemount as local service centres to accommodate pass-through traffic and heli-ski market. Designate Fraser River as a recreational waterway for canoeing/kayaking. Protect roadside visual appearance and ensure Park, Columbia and Rocky Mountains remain as wilderness hinterland. Develop a major interpretive centre at Hwys 5 and 6.	Resource	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 4-10	2-3		●		●		●	●	●	●	●				●	●	●	●	●		●	●	●	Free Enterprise
FRASER BASIN Establish unit as a provincial tourism service/gateway area. Zone centered on Prince George developed on convention use, special summer/winter attractions and events to extend visitor time. Expand facilities such as Tabor Mtn. to support/upgrade local recreation and enhance travel to Prince George. Fort St. James/Stuart Lake area based on historical resources and sport fishing/big game hunting terminal with improved accommodation base. Maintain Hwy 16 as a provincial travel corridor with appropriate service facilities. Designate Fraser River as a recreational waterway to promote use for canoeing/kayaking	Market	● S,F	● S,F	● Sp,S, F	● Sp,S, F,W	● Sp,S, F,W	● 3-7	● 2-3		●	●	●		●	●	●	●	●				●	●	●	● ●	● ●	●	●	●		Free Enterprise
NECHAKO PLATEAU Maintain rolling plateau landscape for backcountry ranching, forestry purposes and road access sport fish and hunting lodges/camps. Continue to maintain Hwy 16 as a scenic travel corridor with services concentrated at Burns Lake and Houston. Establish two outdoor recreation areas to protect natural resources. Promote Burns Lake as a local centre for commercial backcountry outfitters/guides for canoeing, hunting, hiking and wildlife photography south of Hwy 16. Develop a management plan for the north end of Tweedsmuir Park to support extensive backcountry travel entering from Burns Lake.	Resource	● S,F	● S,F	● Sp,S, F	● Sp,S, F	● Sp,S, F,W	● 3-7	● 1-2		●		●	●	●	●	●		●				●	●	●	●	● ●		●	●		Facilitate Growth
HAZELTON MOUNTAINS Maintain the existing natural character of this remote area for backcountry recreationists (hikers, hunters and fishermen). Encourage integrated resource management along Hwy 16 to ensure scenic development of the highway corridor and provisions for scenic vistas of the Skeena River and adjacent mountains. Designate the Skeena as a recreational waterway for use by a river boat attraction. Unorganized camping and remote commercial sport fishing/hunting lodges are considered appropriate uses on the southern natural lakes. Development should be restricted on reservoirs subject to extreme drawdown.	Resource	● S,F	● S,F	● Sp,S, F	● Sp,S, F	● Sp,S, F	● 2-3	● 1-2		●		●		●	●	●		●				●	●			● ●		●	●	●	Free Enterprise
COAST/KITIMAT RANGES Develop loop corridors with selective nodal development with quality day use attractions to support an expanding package tour market. Scenic resources along Inside Passage, Portland Canal and valley corridors require protection to maintain visual experience. Develop Lakelse hot-springs resort. Upgrade tourism services at Terrace and establish waterfront facilities. Expand marina/sport fishing charter services at Kitimat/Butedale with "barge-type" fishing camps. Develop cultural/natural resource themes and "Going to Alaska" attractions at Stewart for Canadian cruise ship/tour bus markets.	Economy/Market	● S,F	● S,F	● Sp,S, F	● Sp,S F	● Sp,S F,W	● 3-7	2-3	●	●		●		●	●	●	●	●	●	●	●	●	●	●	● ●	● ●		●	●	●	Free Enterprise/Optimize Economic Impact
NASS/BULKLEY VALLEY Maintain traditional ranching character of valley corridors as a future tourism destination area. Establish Smithers as a four-season regional tourism centre and gateway and upgrade services, accommodation base, architectural streetscape theme and guiding/outfitting facilities to accommodate international package tour markets (hunting and other expeditions). Support continued development of Hudson Bay Mountain. Develop strong heritage facilities/image at Hazelton with establishment of a West Coast Indian Interpretive centre. Designate Bulkley River as a recreational waterway.	Economy	● S,F	● S,F	● Sp,S, F	● Sp,S, F,W	● Sp,S, F,W	3-7	2-3		●		●	●	●	●	●	●	●				●	●		● ●	● ●		●	●	●	Optimize Economic Impact
HECATE LOWLAND Improve image of Prince Rupert as a regional service centre/international gateway by undertaking a comprehensive waterfront plan, strengthening the maritime image, developing a major visitor information centre and establishment of a major roofed theme attraction aimed at the package tour market. Expand/upgrade camping/roofed accommodation and related hospitality services to meet package tour requirements. Expand ferry service to Port Hardy according to market requirements. Maintain southern remote sections as a scenic natural landscape for viewing from charter/cruise boats, and "barge" sport fishing camps.	Economy/Resource	● S,F	● S,F	● Sp,S, F	● Sp,S, F	● Sp,S, F,W	● 2-7	2-4	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	Optimize Economic Impact/ Facilitate Growth
MORESBY ISLAND Undertake detailed tourism planning to optimize benefits to Island residents from day use and extended stay markets. Establish limited quality tourism services/accommodation at Sandspit/Alliford Bay and a scenic ecotour based on maritime theme, sea mammals, and Island history/development. Minimize environmental problems associated with extractive industries/tourism operations impacting upon unique and sensitive resources and initiate increased resource management. Encourage establishment of South Moresby Wilderness Park, preservation of Haida culture and continued archaeological research.	Conserver	● S	● S	● Sp,S, F	● Sp,S, F	● Sp,S, F	● 1-3	● 1-2		●		●	●	●	●	●			●	●		●	●			● ●		●	●	●	Optimize Future Benefits
NAIKOON/MASSET Plan unit for increased day use and extended stay visitations with increased tourism services/roofed accommodation at Masset and camping facilities near Tlell and Tow Hill in Naikoon Park. Implement scenic road policies to protect against haphazard resource and land use development along the Island Highway. Examine feasibility of a scheduled group scenic boat tour from Port Clements and expand equestrian facilities at Tlell. Maintain primitive character of Naikoon Park, quality sport fishing streams and remote beaches.	Conserver	● S	● S	● Sp,S, F	● Sp,S, F	● Sp,S, F	● 2-3	● 1-2		●		●	●	●	●	●			●	●		●	●			● ●		●	●	●	Optimize Future Benefits
SKIDEGATE PLATEAU Encourage protection of visual qualities of the landscape, steelhead fishery, wildlife and other resources associated with the Island's tourism image. Maintain restricted access of forestry roads but develop a scenic tour route connecting Port Clements, Rennel Sound and Queen Charlotte City. Expand food/roofed accommodation at Queen Charlotte City. Encourage low key tourism activities such as group hiking, photography, nature interpretation and site-seeing. Restrict entry onto Island according to social, natural resource base and accommodation capacities.	Conserver	● S	● S	● Sp,S, F	● Sp,S, F	● Sp,S, F	● 2-3	● 1-3		●		●	●	●	●	●			●	●		●	●			● ●		●	●	●	Optimize Future Benefits

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Figure 1

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SKEENA MOUNTAINS Maintain landscape character/implement resource management programs to sustain sport fishing/big game hunting pressures from commercial lodge/camp development. Retain limited road access status, wilderness character and reduce resource conflicts impacting upon sport fish and wildlife habitat. Encourage only experienced backcountry travellers into this remote mountainous region.	Conserver	● S,F	● S,F	● S,F	● S,F	● S,F	● 2-5	● 2-5				●		●	●	●						●	●			● ●		●			Optimize Future Benefits
STIKINE PLATEAU Promote use of this remote mountainous unit through fly-in services at Telegraph Creek, Dease Lake and Eddontenajon. Maintain scenic appeal of Hwy 37 corridor, reduce existing land use/resource conflicts and encourage camping/park development on Kinaskan Lake. Establish an extended stay area based on Grand Canyon of the Stikine, river rafting, trophy hunting, mountaineering, wilderness parks, historical and sport fishing resources. Maintain image of backcountry as a pristine, remote and wilderness area with limited road access. Designate Stikine River as a Wild and Scenic River for commerical rafting purposes.	Conserver/Resource	● S,F	● S,F	● S,F	● S,F	● Sp,S,F	● 2-7	● 1-10		●		●		●	●	●		●				●	●					●	●	●	Optimize Future Benefits/ Optimize Economic Impact
CASSIAR MOUNTAINS Scenic qualities of landscape along Hwy 37 must be maintained/improved to assure aesthetic appeal/image of corridor for single family/package tour operators. Expand camping/roofed accommodation and highway service facilities at Dease and Boya Lakes. Develop supply terminal at Dease Lake to support an Extended Stay Area (Grand Canyon of the Stikine-Kinaskan Lake) and travel to wilderness parks. Provide information services on "Golden Circle" route at Hwy 97/37 junction. Maintain quality sport fishing along corridor and trophy hunting. Investigate future potential of Dease/Liard Rivers for river rafting.	Conserver/Resource	● S,F	● S,F	● S,F	● S,F	● Sp,S,F	● 2-3	● 2-3		●		●		●	●	●		●				●	●			● ●		●	●	●	Optimize Future Benefits
ATLIN/TESLIN PLATEAU Establish Atlin as a local service centre focusing on "Gold Rush" architecture, river boats, historical events, local arts/crafts, spectacular mountain/glacier scenery and backcountry mountain expeditions/trophy hunting. Preserve/restore gold rush heritage resources and develop unit in conjunction with Yukon Tourism Plan. Expand camping and roofed accommodation to meet market requirements, develop new seasonal "Placer Gold" heritage attractions and encourage greater day use and overnight use of Atlin Park and interpretation of Llewellyn Glacier. Take needed action to protect/enhance scenic landscapes in resource extraction zones.	Conserver/Resource	● S,F	● S,F	● S,F	● S,F	● Sp,S F	● 1-3	● 1-3		●		●	●	●	●	●		●				●	●			● ●		●	●	●	Optimize Future Benefits/ Optimize Economic Impact
NORTH COAST MOUNTAINS Promote/maintain auto, hiking and water access corridors for specialized tourism purposes and establish a strong wilderness/frontier image. Tourism planning for Hwy 4 and White Pass to incorporate Klondike Gold Rush theme and regional planning/development to be undertaken in conjunction with Yukon Territory Tourism Plan. Encourage specialized expeditions to utilize accommodation base at Atlin, Stewart and Dease Lake. Designate Tatshenshini as a Wild and Scenic River and investigate potential of the Iskut River from Hwy 37 for rafting. Undertake master plan for Atlin Park. Continue to promote/manage unit for international trophy hunting.	Conserver	● S,F	● S,F	● S,F	● S,F	● Sp,S,F	● 1-4	● 1-2		●		●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	Optimize Future Benefits/ Resource

6.4.4 Mount Robson Park

Mount Robson is a long established Class A park. The park is both well known and overshadowed as a result of its close proximity to Jasper National Park. The Yellowhead Highway through the park includes spectacular mountain scenery; Mount Robson, the highest peak in the Canadian Rockies, is visible from roadside pull-offs. At present, visitor services are limited to interpretive picnic and camping facilities, pack and riding horse rentals, gas and restaurant services. These operations should be expanded to keep pace with market demands, taking care to avoid development/ conservation conflicts as has occurred in the Rocky Mountain National Parks.

6.4.5 McNaughton Lake

This lake or reservoir was created as a result of the Mica Dam impounding waters of the Columbia and Canoe Rivers. Only a limited amount of recreation occurs on the lake due to treacherous waters and significant draw down. Main tourism activities occurring at this time include sport fishing (cutthroat and rainbow trout) and big game hunting.

Until further research concerning the long term suitability of the reservoir for meeting needs of tourists is known, no development is proposed at this time. Certain proposals that may merit further investigation and proposed by local residents include the following:

1. Future planning/development on the north end of McNaughton Lake should be cognizant of proposals at the southern extremity of the lake on the Trans-Canada Highway in the Thompson-Shuswap Tourism Region.

2. Consideration should be given to continuing log salvage operations to improve the recreation capability of the reservoir.

3. Areas should be zoned for potential public and private recreation and respected in integrated resource management plans.

6.4.6 Valemount Local Service Centre

Valemount is situated on Highway 5, approximately 35 km south of the Yellowhead Highway and at the head of Canoe Reach on McNaughton Lake. Valemount caters to an increased number of tourists travelling both Highway 5 and 16. In addition to accommodating the pass through auto and tour bus market, the community is well known for helicopter skiing.

1. Develop riding and heli-hiking trails to the mountain areas. These should include day trips as well as over-night and guided excursions. Facilities should also be developed to accommodate cross-country skiing to encourage increased four-season use of the area by both local and Edmonton region markets.

2. Expand accommodation and eating facilities moderately as well as camping facilities.

3. Maintain existing heli-ski services although additional developments may be more appropriately located at Blue River in the Thompson-Shuswap Region.

4. Provide 24-hour food and auto services to accommodate the travelling public.

5. Through marketing/promotional efforts attempt to capitalize on the international market awareness of Jasper. Hiking, trail riding, and nature interpretation may increase in popularity in this area as accommodation facilities and attractions in Jasper reach their capacity.

6.4.7 McBride Local Service Centre

McBride is a small community of approximately 1000 people located on the Yellowhead Highway and is currently providing a range of services to the travelling public. As a result of the community's size and position, McBride can become the major service point for tour buses and individuals travelling between Prince George and Jasper. In addition, heli-ski opportunities and the development of certain static historical displays/exhibits regarding the Fraser steamboat era and the Grand Trunk Railroad would be appropriate if located in an area highly visible to the travelling public.

1. As a local service centre (and the first significant community inside British Columbia on the Yellowhead), McBride should provide a good standard of dining, fuel and accommodation for both business and tourist traffic travelling the highway. Specific emphasis should be placed on meeting the requirements of the package bus tours. All-night service facilities would assist the pass-through tourist market but provide little economic benefit to the community.

2. Support the heli-ski operations from McBride. In the long term, it may be more desirable to locate heli-ski facilities in the Valemount and Blue River areas.

3. Support growth of an intermediate alpine ski resort that will meet local market requirements. Some private and rental accommodation units should be planned to increase the equity in the facility. Development of private/rental accommodation would increase the attraction of this area to the Edmonton market.

4. Access to the Fraser River should be provided for kayaking and canoeing. Some special water-based events may be appropriate and draw local and regional interest.

5. Develop a museum display interpreting the steamboat history of the upper Fraser River. It is recognized that Tete Jaune Cache was the limit of steamboat travel, however, McBride is considered a more appropriate site for this river history to be interpreted.

6.4.8 Prince George Provincial Tourism Service Centre/Regional Gateway

Prince George, geographically located near the centre of British Columbia, has long been important as a service centre and gateway for tourists entering the Region and travellers along the Yellowhead Highway. Specifically, it is located at the cross-roads of the Yellowhead Highway, the Cariboo Highway to southern B.C., the Hart Highway (97) which connects with Dawson Creek and is attractively situated at the confluence of the Nechako and Fraser Rivers. In contrast to the smaller centres between Prince George and Kamloops, this community has developed a strong facility base capable of accommodating conventions and other services important to the travelling public.

Although Prince George has emerged as the major urban centre for northern British Columbia, the community is attempting to resolve a regional or provincial image associated with its lack of day use/ extended vacation attractions. Prince George in the past has been primarily known as an industrial city servicing the transportation and forest industries. Consequently, tourists arrive at and obtain certain services or pass through Prince George, but infrequently stay in the immediate area for significant periods of time. It is, therefore, the intent of this plan to continue to promote the development of facilities/attractions required of a provincial service centre/ gateway and attempt to increase the length of stay of tourists. The following recommendations are presented to achieve this end.

1. Designate Prince George in the Fraser-Fort George Regional Plan as a provincial tourism service centre. Continue to maintain the role of community as a major highway, air and rail service centre.

2. Expand/upgrade the existing day use attractions for both local residents and tourists to improve its image as an extended stay area. The food and accommodation base should be capable of handling increasing numbers of tour groups.

3. The existing historical attractions such as Cottonwood Island, Centennial Fountain and Fort George Park should be acknowledged/promoted for both tourism and educational purposes. An historical guided bus and walking tour of the city including Connaught Drive, Dunson Bay Slough, Moore's Meadow and others, could be developed; the tour should be based on the history of Alexander MacKenzie, the settlement era and the area's economic development. Planning of historical developments in the city should be undertaken in conjunction with historical developments in both the Barkerville and Fort St. James areas. Although not normally a strong tourist attraction in themselves, industrial tours of local pulp and paper mills could be included in package tours involving several types of attractions.

4. Promote Prince George as a "rock hounding" area to specialized groups and the centre for the commercial development and sale of finished Omineca agate and Schmoos.

5. A waterfront area should be established to permit recreational and commercial tour boats to use the Fraser. Consideration may be given to expanding the paddlewheeler attraction above Quesnel to connect with Prince George. Naturalists' tours could be featured along the waterfront such as the Fraser and Nechako cutbanks.

6. Marginally expand the accommodation base and continue to develop convention facilities as the commercial travel trade dictates. As the tourism industry develops, it is important that it not displace the commercial trade accommodation requirements.

7. Recognize the importance of the local airport as a regional gateway and establish an information centre for travellers bound for the Yellowhead 16, Peace River-Alaska Highway and Cariboo-Chilcotin Tourism Regions.

8. Prince George will continue to grow as a major departure point for the 'drive' portion of fly-drive recreation vehicles packages. From Prince George there are a number of potential land/water loop tours along the Yellowhead and Golden Circle routes connecting such communities as Fort St. John, Dawson Creek, Fort Nelson, Skagway, Atlin, Prince Rupert and Smithers.

9. Encourage improvements and upgrading of the railroad station facilities to accommodate increased B.C. Rail and VIA Rail package groups.

6.4.8.1 Local Alpine Ski Resorts

Prince George is one of the few areas in the Yellowhead 16 Tourism Region capable of drawing certain markets on a four-season basis. The basis for the winter season attraction is partly due to the local ski resorts. In order to continue to draw visitors to the Prince George area during the winter months, it is important that continued growth of these facilities continue to focus on extended season use.

6.4.9 Vanderhoof Local Service Centre

Vanderhoof is the first community west of Prince George capable of servicing the travelling public and is located at the junction of Highway 16 and Highway 27 to Fort St. John, and at the road to the Kenny Dam and Knewstubb Lake. The community in the past provided certain essential gas, food and accommodation services to the travelling public. However, since it is in close proximity to Prince George, it is often passed by individuals and package tours attempting to travel a greater distance and conclude the day at a centre with more complete facilities/attractions.

The following development concepts have been prepared to meet the proposed intent for Vanderhoof.

1. Expand the highway service requirements in response to market expectations/requirements.

2. Develop a minor tourist information centre along the highway service corridor identifying recreation opportunities in the Kenny Dam, Fort St. James, Uslika areas as well as the immediate Vanderhoof area. Encourage the sale of authentic regionally produced native arts and crafts through local retail outlets.

3. Continue to manage Tachick and Nulki Lake areas primarily for local resident use. Encourage commercial sport fishing activities in lakes capable of sustaining significant pressures over a considerable period of time. Attempt to separate those lakes with commercial sport fishing camps/lodges from those with day use and cottage developments.

6.4.10 Fort St. James Historic Park Regional Tourism Attraction

Originally established as a North West Company post in 1806 then a Hudson's Bay Co. trading post in 1821 and later first capital of New Caledonia, Fort St. James remains today closely associated with the outpost and fur trade image. With good road access from the south (Highway 27), and local and charter air service, Fort St. James provides road, water and air access to the northern lake country. These heritage and outdoor recreation opportunities combine to support a development complementary to Hudson's Hope in the Peace River/Alaska Highway Tourism Region.

1. Support the plans of Parks Canada for the restoration of the 19th century buildings and establishment of an interpretive program.
2. Integrate the existing attractions into a heritage theme tour with clearly marked walking/driving tour routes.
3. Continue to support sport fishing activities which use flying charter service to northern remote lakes. Attempt to promote the image of Fort St. James as a sport fishing/trophy hunting service centre for the Nation River watershed area/Omineca Mountains, Stewart-Trembleur lakes, and develop appropriate facilities such as an outfitters terminal, to support the role.
4. Support expansion of campground opportunities to accommodate a range of camping modes. Improve and/or expand food services to accommodate bus tours to the park site.
5. It should be recognized that, since Fort St. James is located off the major east-west corridor, future developments should be selective and of good quality to both attract and maintain markets.

6.4.11 Burns Lake Local Service Centre

Burns Lakes is located at the junction of the Yellowhead Highway and several access roads to popular sport fishing lakes and two significant outdoor recreation areas. Burns Lake has the capability to become an important service centre for these surrounding attractions in addition to servicing the travelling pass-through public. As a local service centre, facilities should be developed that support and strengthen its existing function.

1. Upgrade and expand accommodation, marina, and "fly-in" facilities that will complement the sports fishing industry.
2. Support integrated resource management programs aimed at maintaining or improving the natural resources of the area, especially the sport fish populations.
3. Assist with the development of a fish hatchery that will aid in maintaining the long term sport fishing capability of the area.
4. Consider the feasibility of establishing a highway interpretive centre describing the resources associated with the Francois Lake and Fraser Plateau Outdoor Recreation Areas as well as Tweedsmuir Park.

6.4.12 Outdoor Recreation Areas (Yellowhead 16 corridor)

Two areas straddling the Yellowhead 16 corridor at Burns Lake have been designated as outdoor recreation areas. These areas have been identified to acknowledge and assist tourism planning and development in the management of major sport fishing lakes, including Francois, Babine and Stuart Lakes. It is anticipated that these areas will continue to play an important recreation role for the local public as well as serving international, United States and other domestic markets with access to remote sport fishing areas.

6.4.12.1 Francois Lake Outdoor Recreation Area

1. Support the preparation of a comprehensive resource management plan identifying the future role, land uses and management priorities to be applied in this area.
2. Francois Lake Outdoor Recreation Area is to be an extensive recreation area, primarily serving sport fishermen, big game hunting and boating enthusiasts (power, canoe, kayaking).
3. This area will provide a primary entry corridor to northern Tweedsmuir Provincial Park and requires appropriate signage.
4. Accommodation will be primarily limited to commercial lodge/camp facilities, public campsites (auto and boat access) and a limited number of cottage sites.
5. Natural resource management plans should be implemented to monitor existing sport fishing/big game hunting success and to undertake actions required to maintain the popularity of the Region for the primary tourist markets. It must be recognized that sport fishing and hunting are the main attractions to this area.
6. Examine the need for additional public agency tourist facilities and reserve crown land as required to meet projected requirements on both a short and long term basis.

6.4.12.2 Fraser Plateau Outdoor Recreation Area

1. Encourage the preparation of a comprehensive resource management plan identifying the role of the area, land uses, and road access and roadless use areas. The Recreation Area is presently used by regional and provincial residents as a semi-wilderness sport fishing/hunting area.

2. Encourage entry and use of the Recreation Area from Fort St. James and Pendleton Bay and promote the use of outfitters/ guides and fly-in services from the proposed outfitters terminal at Fort St. James.

3. Monitor hunting and sport fishing returns to determine success rates and implement management practices to ensure continued popularity of area.

6.4.13 Tweedsmuir Park

Tweedsmuir is a long established Class A Park located south of Burns Lake. Access from the Yellowhead Highway is primarily by water from Burns Lake to Nechako Reservoir, the northern boundary of the park. Certain logging roads occur throughout the northern block of the park although access is primarily by water. The park may be considered a wilderness area with limited or no services with the exception of two wilderness lodges and an outfitters camp. As noted in the Cariboo-Chilcotin Regional Tourism Plan the following guidelines are appropriate for that section of Tweedsmuir Park located in the Yellowhead 16 Tourism Region.

1. A master plan for the Park should be prepared to protect the existing character of the park to retain the undisturbed nature of the landscapes, wildlife values, heritage values and wilderness recreation capability.

2. As tourism use of the corridors of Highways 16 and 20 increases, develop a visitor services/interpretation centre at a suitable point in the park. This facility should have the capacity to handle backcountry tours for groups.

3. Support the continued operation of the existing commercial lodges/camps. Only modest expansion or upgrading should be

allowed in response to market requirements. It is important to retain the existing wilderness lodge character from both a marketing image and a resource protection point of view.

4. Future reservoir developments in the Tweedsmuir Park area should be thoroughly investigated when they involve major long term impacts on the park and the tourism industry.

6.4.14 Houston Local Service Centre

Houston is a relatively large community with a population of over 3,000 persons. The community is primarily forestry oriented and has the largest enclosed sawmill in British Columbia. Houston, however, provides certain essential services to the travelling public in terms of food, gas and accommodation. Houston is located in close proximity to the junction of the Morice and Bulkley Rivers. A loop backcountry route follows the Morice River to Francois Lake returning to the Yellowhead Highway at Burns Lake. This route provides access to many outstanding sport fishing lakes and rivers. Houston will continue to provide services to road access sport fishermen and hunters throughout the lake country immediately south of Houston.

6.4.15 Bulkley Valley Regional Tourism Destination Area

The Bulkley Valley as identified in Drawing No. 2 is to become one of the primary tourism destination areas in the Yellowhead 16 Region accommodating tourists on a four-season basis. Tourism attractions/services are presently modest in scale and quality, although the resource base is recognized as being outstanding. In the short term, it is proposed that the valley corridor be designated an extended vacation area with the long term goal being a tourism destination area attracting international markets on a three-season basis. Winter ski facilities at Hudson Bay Mountain will continue to attract local, regional and some provincial markets as the mountain and base facilities are developed and promoted, establishing the valley corridor as a four-season vacation area.

In the future, it is anticipated that this destination area will offer a combination of alpine skiing, mountaineering and hiking, West Coast Indian arts and crafts and cultural exhibits/demonstrations, riverboat excursions, big game hunting and sport fishing and trail riding/bush adventures, a range of boating opportunities and sightseeing. Strategically located between Prince George and Prince Rupert, at the entrance to the Stewart-Cassiar Highway corridor and situated on the Yellowhead corridor, this destination area will be a significant attraction to large numbers of tourists travelling several different circle routes.

The following outlines a number of key considerations and the planning framework for future development in the Bulkley Valley Regional Tourism Destination Area.

1. As outlined in the planning and implementation strategy, this destination area will be developed with continued government support. This area should be established to include quality tourism service centres, a wide range of land and water-based intensive/extensive attractions, major cultural facilities and an accommodation base suitable to meeting the requirements of both pass-through and destination tourists.

2. Hazelton and Smithers will be the two major service centres and the focal point for the location of most attractions and facilities.

3. The Hazelton area should continue to develop upon specific West Coast Indian theme attractions including traditional Indian Village dancing and singing performances, native craft demonstration seminars, "The Hand of History", international artistic events, and other Native Indian and European historical events associated with the area.

4. The Smithers area should be developed as a regional service centre and provide a range of attractions to pass-through and destination markets. Key summer attractions should include ranch vacations in the Bulkley Valley, Hudson Bay glacier tours, guide outfitter fishing and hunting services, recreational boating and quality food and accommodation services.

5. Alpine skiing on Hudson Bay Mountain should increase in importance attracting both local and regional markets. Distance and competition from other southern resorts are expected to be major limiting factors to attracting package tour markets.

6. Develop special promotional literature and signage which indicates the distinctive features of this geographical area, such as its development themes, accommodation and related attractions. Audio-visual packages should be prepared and shown in the visitors information centres in the province.

7. Shoulder season markets will be largely drawn by hunting and fishing seasons with sportsmen spending little time within the destination area. The Bulkley Valley will act as the service centre and gateway for many lodge operations. Between the high summer season and the alpine ski season it is anticipated that there will be a lull in tourist visitation that will be difficult to mitigate due to the origin and purpose of tourists travelling in this area.

8. Protect or enhance the aesthetic qualities and value of the Bulkley River valley landscape. Develop/maintain ranching landscape, wildlife habitat, sport fish populations at levels which best enhance or maintain the outdoor recreation use and environment. Developments such as the Alcan Kemano II reservoir should be seriously evaluated in light of possible impacts to the Bulkley River and the resultant impact on the tourism industry in this area.

9. As a primary regional destination area in the long term, the area will have a high profile and should draw increased visitation and extend length of visitation along the western Yellowhead corridor.

Based on these general guidelines for the development of the Bulkley Valley Destination Area, the following specific development recommendations have been formulated.

6.4.15.1 Smithers Regional Tourism Service Centre/Gateway

Tourism services should be planned and developed to accommodate pass-through and destination markets arriving by air, package bus tour, auto and rail. It is proposed that Smithers become the major accommodation base serving the Bulkley Valley Destination Area and provide various night entertainment, food and beverage services. Smithers with its regional airport facilities should become a four-season centre, a terminal service area for hunting lodges and sport fishermen, a destination centre in the winter for alpine skiing, but only one of several centres of interest to tourists along the western corridor of the Yellowhead.

1. Continue to expand the dominant Swiss-style streetscape architectural theme in the community through implementation of the master streetscape plan. Both the City and the local business community should be encouraged to participate in the planning/implementation of future developments.

2. Continue to expand Hudson Bay Mountain ski area as the major winter travel generator. This development should be closely planned and linked with events and attractions in the Town of Smithers.

3. Associated with the development of Hudson Bay Mountain, additional summer generators should be planned to take advantage of the ski infrastructure such as ski-lifts wherever possible. The main lodge facilities could be used for night entertainment and the lifts used for scenic viewing purposes and in this manner increase the economic efficiency of the alpine ski infrastructure.

4. Upgrade food services including the provision of facilities suitable for both long-haul bus package tours and bus excursion tours throughout the Destination Area and nearby attractions.

5. Increase the supply of rental vehicles in Smithers for fly-drive rentals in the Yellowhead 16 Tourism Region, especially for auto package loop tours. Such rentals would improve accommodation occupancy rates for the accommodation industry along both the Stewart-Cassiar and the Yellowhead route and possibly extend their operating season.

6. Develop an outfitters terminal and guiding centre designed primarily to serve the sport fishing and trophy hunter markets. The centre will also serve hikers, mountain expeditions to the wilderness parks, canoeists, kayakers, and river rafting expeditions. A central reservation system may assist lodge/camp operators maintain a high occupancy rate and decrease promotion costs.

7. Expand the roofed accommodation to meet the requirements of the summer and winter markets and encourage establishment of private campgrounds in attractive locations to encourage visitors to increase the length of visitation in the area while participating in both structured and unstructured activities.

8. Promote and expand both existing and new historical, ranching and various sporting events that will appeal to the destination traffic bound for Smithers and the surrounding area. Continue the development and promotion of Smithers as a key sales outlet for local arts and crafts produced throughout the area. A gallery/museum with exhibitions and craft fairs of authentic arts and crafts held annually on specific calendar dates would attract increasing numbers of residents of Yellowhead 16 communities as well as being an additional thematic attraction for tourists.

9. Establish a modest tourist information centre with a central reservation system and audio-visual packages describing the travel opportunities within the Region and particularly the Bulkley Valley Tourism Destination Area. A centre should be located on or near the Yellowhead Highway at the entrance to Smithers; signs directing travellers from the airport to the centre should be clear and prominent.

10. Develop additional community events, particularly in the spring and fall, such as a regional curling bonspiel, fall fair and an autumn colour festival. During the winter months it is important to promote a ski festival/winter carnival.

11. Expand the shuttle bus service to Smithers from the airport during the peak winter and summer seasons.

12. Provide additional municipal recreation facilities in attractive situations that could be used by tourists. Golf and country club expansion, tennis courts and adventure playgrounds, and walking trails in close proximity to the campground, would assist in extending visitor time in the area.

6.4.15.2 Hazelton Local Service Centre/Regional Tourism Attractions

It is anticipated that Hazelton and 'Ksan will grow to become the main interpretive centres for West Coast Indian/culture in northwestern British Columbia and be capable of sustaining late spring, summer and early fall tourist visitation. Expansion of support facilities including a riverboat attraction, Hazelton's development as a themed community, alpine skiing (Smithers), and improvements to the Stewart-Cassiar Highway and air/rail tours from Prince Rupert, will all strengthen the visitation to this area. Smithers will be the primary air access gateway to the Hazelton area, and to a lesser extent, Terrace and Prince Rupert will provide air access.

1. Monitor the implementation of recommendations (to ensure their completion) in the "Hazelton and Area Tourism Development Program" report with respect to the 1889 pioneer/historical redevelopment of the community streetscape. It is further recommended that the "Program" become part of the official community plan.

2. Develop a major cultural interpretive centre with special theatres, exhibitions and research facilities. Assist interpretation of Indian culture by developing mini-bus guided tours to the various points of interest including Kispiox Totem Poles, Battle Hill, Fort Stager and Kispiox Indian Village, 'Ksan and other historical sites of interest.

3. Expand both campground and roofed accommodation facilities to encourage visitors to increase their time spent in the area. Hazelton in the future must acknowledge the short fall in roofed accommodation during peak seasons, especially for the bus tour market. It is recognized that in the short term much of this demand may be accommodated in Smithers.

4. Develop a Skeena riverboat to run boat tours to Terrace and possibly Prince Rupert. The length of trip could vary and provide day trips suitable for individual and package tour groups. In addition to the scenic resources stretching along the Skeena, the route has considerable European and Indian culture/history related to economic development and exploration of the area that could be presented/interpreted.

5. Establish a commercial scenic riverboat ride on the Bulkley River above Hazelton. In addition, recreational rafting is expected to become a popular activity on the Bulkley River between Hazelton and Smithers and could be associated with a summer event of local and regional significance. Waterfront facilities will be required on both the Skeena and Bulkley Rivers.

6. Expand food service facilities. Part of this demand may be satisfied through new hotel development, however, restaurants capable of accommodating pass-through bus tours are an important requirement.

7. In Hazelton develop a walking tour for the interpretation of historical buildings and local history.

8. Continue to support a strong local involvement in developing the direction and pace of tourism development.

9. Public economic assistance may be required for infrastructure aspects of tourism facility development. Through economic initiatives, critical mass and market awareness will be established in order to attract private investment.

10. Night entertainment involving heritage/culture acts and dances are an important feature of the area. Scheduled night performances throughout the summer season followed by off-season performances for national and international tours would increase demand for accommodation, and raise the market awareness of Hazelton and the Bulkley Valley.

6.4.15.3 Bulkley Valley Zone

This zone should be managed for commercial recreation purposes with a strong emphasis in the cattle ranching base of the area, recreational rafting along the Bulkley and to a lesser extent, sport fishing and hunting. It is suggested that recreational activities be oriented to single families but capable of accommodating larger packages on a four-season basis.

1. Identify opportunities for the establishment of guest ranch/ vacation farms with facilities to accommodate up to 36 people (assuming three to four people to a unit).

2. Promote operation on a four-season basis and provide supporting amenities such as heated swimming pools, saunas, tennis courts, licensed lounges. Trail riding facilities including special day use, and overnight rides, cook-outs, will be important attractions during the spring-fall seasons.

3. Develop a comprehensive cross-country ski trail system. A ski touring system should be implemented to include warming shelters and a shuttle bus system to handle baggage. Where possible, circle trips should be developed. This system would have great appeal to skiers who wish to experience different types of terrain daily yet enjoy the food and beverage and night entertainment of the lodge or facilities found in Smithers.

4. To assist in maintaining high occupancy rates during the winter months, some accommodation units may be allocated to the alpine ski market. Daily shuttle bus service would be required between Hudson Bay Mountain and lodge facilities.

5. Develop a management plan that will preserve/upgrade the scenic qualities of the valley landscape visible from the major travel corridor. Reduce multi-resource management conflicts affecting the use of the area for tourism purposes through greater emphasis on inter-agency planning projects.

6. Encourage boating on the Bulkley River by guest ranch/ vacation farms. Lodges could sponsor annual competitions, and special events for "lodge" and other teams; these could be

promoted for media coverage. It is important that there are both active and spectator roles available for tourists for these competitions.

7. The year-round arts and crafts produced in the Hazelton area should be marketed through the ranch vacation program. Some production may be encouraged at the lodge and be of interest to visitors.

8. Investigate interpretive opportunities associated with Native Indian salmon spearing and netting at Moricetown Canyon on the Bulkley River.

6.4.16 Terrace Local Service Centre/Regional Gateway

Providing a dual function at the apex of the Prince Rupert/Kitimat triangle, Terrace combines the regional gateway function with that of the local service centre. As the largest community for over 200 km to the east, its roles must be strengthened. Terrace should be supported with quality facilities that reflect both its functions.

1. Upgrade and expand the local ski potential at Kitsumkalum for local use. This area should not attempt to compete with Hudson Bay Mountain for non-regional markets.

2. Improve the main existing road access to the ski area and existing attractions to the north.

3. Improve the waterfront area of the town to accommodate a theme-based riverboat attraction. Ferry Island could be improved to provide day use recreation facilities for the pass-through market.

4. Provide recreation facilities in the waterfront area that will permit increased public usage.

5. Encourage rail/drive day trips for the Prince Rupert/Terrace residents.

6. Moderately improve and expand the accommodation base to meet the increased demand from the river boat attraction and the growing traffic volumes along the Yellowhead Highway.

6.4.17 Skeena River Provincial Scenic Drive

The road stretching from Terrace to Prince Rupert provides some outstanding glaciated mountain scenery. The combination of the steep sided mountains, the winding and turbulent Skeena River, and heritage attractions, combine to produce a very scenic section of the Yellowhead route. The total length of the proposed scenic drive is approximately 150 km.

1. Designate the section of highway between Terrace and Prince Rupert as a Provincial Scenic Drive to ensure future planning, design and construction respects the visual qualities of the route from a tourism perspective.

2. Wherever possible, special design considerations should be implemented to improve viewing, historical and landscape appreciation, pull-offs at posted vista points along the Skeena. Picnic/sport fishing/viewing areas, and historical/natural interpretation at specific nodes should be part of any future design.

3. Distinctive themed signage may be appropriate for this section of the Yellowhead in addition to the distinctive Yellowhead highway signage. Implement signage control along the corridor to prevent incompatible highway advertising.

6.4.18 Lakelse Hot Springs Four-Season Resort

Lakelse Hot Springs Resort, although currently closed, has in the past been recognized as a quality destination resort complex, known as Skoglund Resort, and served local, provincial and international markets. Major growth has occurred recently in the popularity of destination hot springs resorts with a range of four-season attractions and high quality services. The results of a TIDSA investigation indicate that the natural resources provide a suitable base for re-opening the resort. The economic feasibility of such a resort, at this time, remains to be determined.

Should Lakelse be reopened, it is conceivable that the resort could attract a number of tourist markets. It is recognized that the resort could be a destination in itself with small convention facilities for the local market area (Smithers - Prince Rupert), accommodation base for visitors to Kitimat, and pass-through markets along the Yellowhead Highway and a destination centre for Prince Rupert - Port Edward - Kitimat - Terrace residents for day use and weekend "escape" trips. It is suggested that the hot springs, in combination with the recreation capability of Lakelse Lake and Lakelse Lake Park offer attractions capable of supporting a four-season destination resort.

1. Support the findings and recommendations of a current TIDSA study regarding the assessment of the hot springs, existing buildings/structures and proposed resort development plans.

2. Purchase additional lands as may be required to operate the resort and minimize conflicts with adjacent land owners.

3. Utilize the resort for day use recreation purposes by proposed Canadian cruise ship tours to Kitimat.

4. Design/plan and manage the resort to be sufficiently flexible to cater to a wide range of market sectors (family to convention) that will occur at different times throughout the year.

6.4.19 Kitimat Local Service Centre/Regional Gateway

The community will have an important role in providing the necessary range of services to individuals and package tours who are travelling by car, bus or boat through the area and for specific charter water-based activities centred around Kitimat. Its protected location in the Kitimat Arm of the Douglas Channel provides many opportunities as a service centre to water-based traffic from the West Coast as well as the rubber-tire oriented tourists from the Yellowhead Highway. The city should expand upon its water-based recreational and tourism services and facilities as well as the necessary shoreline services to support these activities. The primary development concepts are as follows:

1. With the volume of cruise boats and sailing yachts travelling along the West Coast, Kitimat should develop additional marina services (docking facilities, fuel storage, grocery stores). In addition, these vessels tend to be tied up and stay for several days, therefore day and night attractions and events should be considered (movies, restaurants) to entertain passengers.

2. Fuel stations with essential services (food, supplies, water, boating equipment) along the coast should be developed in order to make an extended trip along the west coast safe and reliable. One particular site recommended for such a development is Butedale along the Princess Royal Channel.

3. The sport fishing charter boat services should be expanded by extending their season into the fall to attract tourists who are staying away from peak summer traffic. Moreover, sport fishing packages could promote trophy fish species other than salmon.

4. South of Kitimat, opportunities for "floating lodge" and fixed lodge facilities are a viable alternative. The shore-base facilities would include a central administrative centre; housing/lodge units, food, beverage and entertainment services would be on barges. As noted in 6.4.20, it is important to ensure the sanitary and water supply systems are reliable and meet health and safety standards. In this fashion, the fishermen, hunters etc., can take to more remote areas without further disturbance of the environment by permanent structures.

5. Establish docking and terminal facilities for cruise ships on the Canadian fjord tours with Kitimat as a port of call for local activities and events (such as the museum and Lakelse Lake Hot Springs).

6.4.20 Remote "Floating Lodge" Sport Fish Camps

Resort development in Northwestern British Columbia includes high capital costs and the operators are often plagued with inclement weather and a short season. In order to take advantage of the commercial sport fishing potential in the Hecate Strait-Inside Passage and coastal islands area and decrease the capital costs to the operator, a "floating lodge" fishing camp concept is proposed for consideration.

1. Fixed tourist camp infrastructure would be located on a flat-topped barge and towed to a strategic location along the coast to become the accommodation quarters for the sport fishing lodge operations.

2. Sport fishing operations would be handled from the floating lodge using day cruisers in contrast to cabin (overnight) cruisers for sport fishing.

3. Access to points of entry such as Sandspit, Kitimat and Prince Rupert would be by charter air service to the fishing area.

4. Development of a "floating lodge" sport fishing operation appears to be a favourable proposal to public agency officials; the "lodges" can be moved from site to site thus distributing angling pressures and do not require any major long-term land commitments. Building codes and sewage systems on board would have to respect normal government regulations and be open to inspection.

6.4.21 Prince Rupert Regional Service Centre/Gateway City

Prince Rupert is an important gateway to the Pacific Northwest and similarly a gateway to central and northern British Columbia. A comprehensive plan for the community and its immediately surrounding area is necessary to initiate development and financing of the area's outstanding resources. In considering future development in Prince Rupert, it must be recognized that the community has a number of unique problems, including a high frequency of rainy, foggy weather which limits the opportunities for scheduled outdoor tourism oriented activities, a lack of trained labour supply, and economic activities and resource use (e.g., forestry and fishing) which compete for tourism investment funding and the community's attention.

In the future, Prince Rupert requires a tourism plan that addresses the requirements of the cruise ship, package tour, and Yellowhead Highway and ferry markets. Although there is some overlap between these markets, they each have a number of unique characteristics that must be examined in order to plan, finance and develop tourism in a manner that meets the goals and objectives of the Prince Rupert area as well as meeting the needs and expectations of tourists to the Pacific Northwest. The report recognizes and supports many of the recommendations regarding tourism development outlined in the report entitled Regional Tourism Development Skeena-Queen Charlotte Region; some of which are included in the development concepts outlined below:

1. Designate Prince Rupert as a regional tourism service centre and gateway city in the Skeena/Queen Charlotte Regional District. Develop a package with a strong marketable image to promote the attractions of the area.

2. Prepare a comprehensive waterfront plan that will satisfy the long and short term tourism requirements. Specifically, the plan should address the elements required for a cruise ship terminal, charter boat operations (scenic and sport fishing), transient boats, shopping area, promenade, pedestrian walkway system, and a beautification program. This plan supports the concept of a marine mall development as proposed in an I.D.S.A. study completed in 1981.

3. Develop a central waterfront tourist orientation centre with multi-lingual audio-visual programs about the resources of the Prince Rupert area as well as those of the Pacific Northwest and the Yellowhead 16 Tourism Region; the centre should be able to provide centralized reservation services. The intent of this centre will be to inform tourists of the events and attractions in Prince Rupert and to encourage a greater number of visitors to spend a longer percentage of their holidays in this part of British Columbia. It is generally recognized that greater economic spin-offs could occur in Prince Rupert from tourism.

4. Expand both roofed and campground capacity to accommodate destination traffic to Prince Rupert as well as pass-through tourists (Alaska to B.C. ferry system) that may require extended overnight accommodation while waiting for an available ferry. Serviced campgrounds are essential to the expansion of accommodation facilities to meet the increased travel by R.V.'s.

5. In expanding the accommodation base, provide fully licensed dining rooms, restaurants and lounges with night entertain-

ment. These services are considered important in improving the tourism image of Prince Rupert and extending visitor stay in the area.

6. Attempt, where possible, to improve the appearance of certain sections of the community (entrance along Highway 16, waterfront and business core) through the implementation of an urban streetscape plan and reutilization programs.

7. Develop a commercial small craft sport fishing service. This service could provide overnight fishing trips as well as day charters.

8. Establish a guided bus tour taking in such features as the grain terminals, fish canneries, Maritime museum, native culture and crafts, Mount Hayes, Butze Rapids and other points of interest.

9. Continue to support the summer operations of Mount Hayes. Upgrade the lodge facility providing tea service. The gondola ride should be included on the guided bus tour.

10. Encourage the establishment of a scenic tour boat attraction to Stewart as outlined in Section 6.4.22.3. This tour may be of special interest to parties waiting for space on the Alaska or B.C. ferry system.

11. Continue to examine opportunities for the establishment of a major tourism generator. The TIDSA investigation of the North Coast Maritime Museum is considered appropriate in this regard. A "cannery in action" is considered an appropriate attraction.

12. Develop an excursion rail tour to Lakelse Lake and the Bulkley Valley Tourism Destination Area with the trip to be via air or bus.

13. Continue to support the many local events that occur on a four-season basis. Attempt to promote greater awareness and attendance by tourists of these events/attractions.

14. Promote increased tour bus traffic through the Region. Expand ferry service to Vancouver Island as required to meet market requirements.

6.4.21.1 Port Edward North Coast Maritime Museum

A TIDSA feasibility investigation recently undertaken regarding the assessment of alternative sites and preparation of a comprehensive design program for a North Coast Maritime Museum suggests that the features/attractions of the cannery site are not just local interest spots but if developed do have many significant economic spin-off effects and will attract/lengthen the visitation of tourists to the area. It is generally recognized that the Prince Rupert area could support additional and higher quality of features/attractions because of the large percentage of American and other international tourists that pass through this gateway. Therefore, the establishment of a quality heritage attraction like the North Coast Maritime Museum is supported.

6.4.22 Marine, Air and Rail Corridors

A number of Loop or Circle Routes are proposed for this Region which connect areas within the Region, and in some important cases, they are part of longer routes or loops that are integrated with other Tourism Regions or serve as links to major markets in Southern British Columbia and Alberta. These important travel routes are illustrated on Drawing No.3.

6.4.22.1 B.C. Ferry Marine Corridor

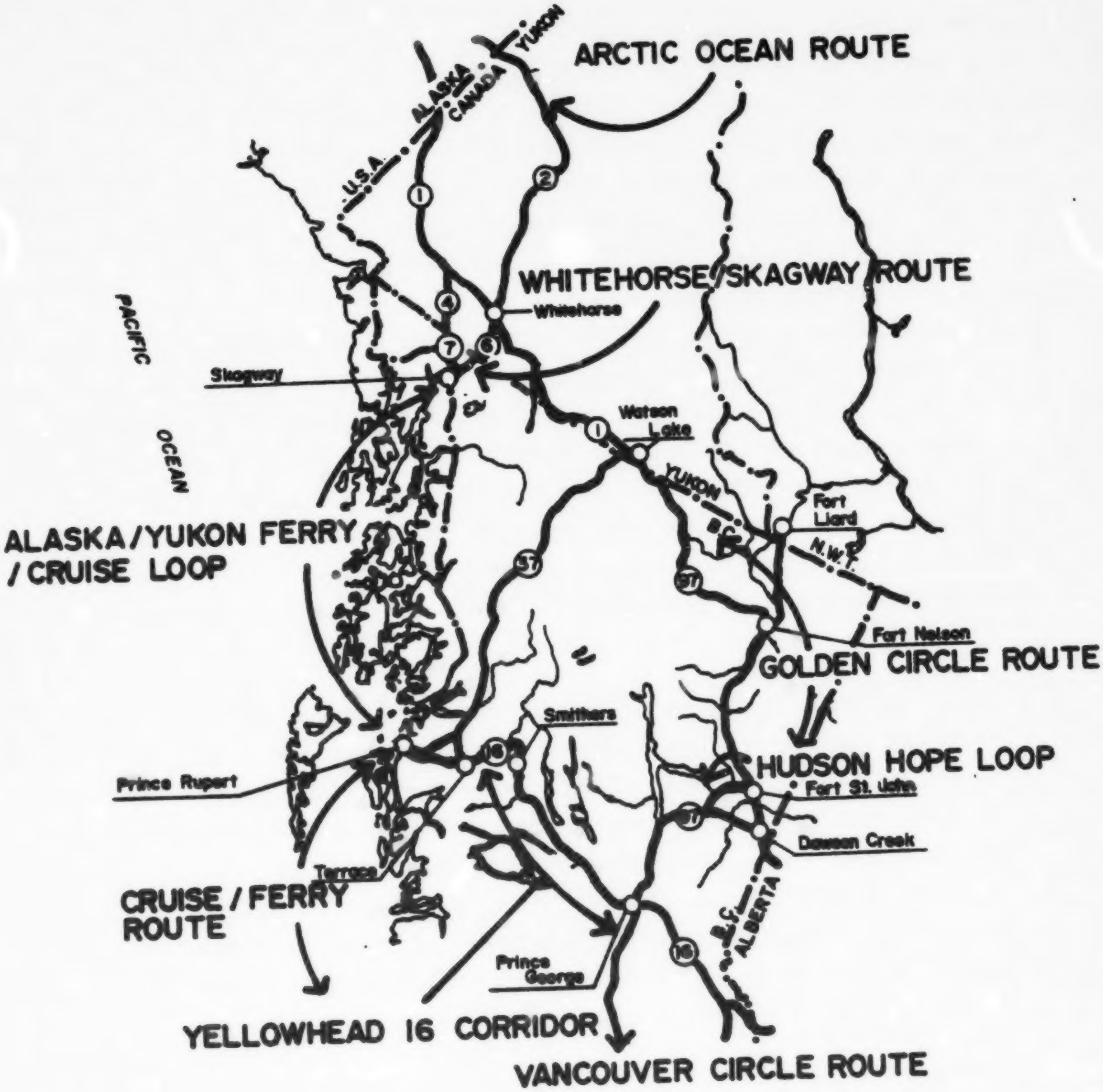
The coastal portion of the Region, with its numerous islands and long majestic fjords, has considerable capability and appeal for tourist travel by ship. The Inside Passage is recognized as a scenic route for both walk-on ferry passengers as well as auto and tour bus passengers. Daily service is provided between Port Hardy and Prince Rupert connecting with the Alaska Ferry system. It is suggested that consideration be given to expanding this ferry service to accommodate both the increasing package bus tour companies as well as private automobiles. It is anticipated that the recent expansion of hotel accommodation currently underway in Prince Rupert will be capable of meeting increased demands of ferry passengers.

6.4.22.2 Canadian Fjord/West Coast Cruise Ship Tours

The current boom in tourist cruises coupled with the outstanding coastal scenery and the international image of the West Coast Native Indian culture and Coast Mountain glaciers offers a splendid opportunity to develop an all-Canadian marine tour. The combination of natural scenic attractions and the West Coast Indian cultural features would be very competitive with the Alaska cruises. Literature and knowledgeable guides to interpret the natural and cultural aspects should be on board. The potential itinerary would start from Vancouver or Victoria and include stops at Alert Bay, Bella Coola, Ocean Falls, Bella Bella, the Queen Charlotte Islands, Kitimat and Prince Rupert.

6.4.22.3 Prince Rupert-Stewart-Skeena Valley Scenic Tour Route

The excellent natural, historic and cultural resources of Stewart and the Skeena Valley and the activities associated with Prince Rupert's waterfront plan provide commercial opportunities for organized loop tours; the tours could take advantage of the mass mode tour boats/buses to package trips along a two to three day scenic tour. It is proposed that the tour boat could be scheduled to sail between Prince Rupert and Stewart three times a week returning to Prince Rupert the following day.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OCEAN
Watson Lake
YUKON
B.C.
N.W.T.
Fort Liard
Fort Nelson
ALASKA/YUKON FERRY /CRUISE LOOP
GOLDEN CIRCLE ROUTE
HUDSON HOPE LOOP
Fort St. John
Dawson Creek
Smithers
Prince Rupert
Terrace
CRUISE / FERRY ROUTE
Prince George
B.C.
ALBERTA
YELLOWHEAD 16 CORRIDOR
VANCOUVER CIRCLE ROUTE
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3

TOUR ROUTES AND LOOPS

Two types of tour operations should be considered in assessing the feasibility of such an operation. First, one tour would involve a day trip to Stewart with a guided tour throughout the historical and natural attractions, night entertainment, hotel accommodation and return to Prince Rupert via the excursion boat the following day. A second tour would involve the same itinerary as the tour previously noted, except that rather than returning to Prince Rupert on Day 2, tourists would travel down the Stewart-Cassiar Highway by bus through the Nass River basin to Terrace, Lakelse Lake Hot Springs and Kitimat. Overnight accommodation could be provided at Lakelse Lake Hot Springs Resort. The tour would be completed on Day 3 with a scenic tour down the Skeena River corridor to Prince Rupert. In order to maximize the efficiency of both tour boats and buses, the tours would operate in both directions, with both arrivals and departures at Stewart. It is suggested that such a tour could operate between mid-May and mid-September.

1. Designate the loop as a Provincial Travel Corridor with definitive themes based on the fjord and snow-capped mountain setting and the interesting history. Develop distinctive themed signage and wherever possible, use material representative of the area. Management guidelines should be established to protect the landscape visual integrity (viewed from both water and land), to ensure adequate safety precautions, to conserve historic/archaeological sites, improve day use, pull-off areas with picnic areas and interpretive signage.

2. Prepare a pamphlet which provides a brief interpretation of the natural history and landscape changes along the route.

3. All tourist service establishments along the highway should conform to the architectural theme and be designed to handle the numbers of tourists travelling in groups by bus graciously as well as efficiently.

6.4.22.4 Air Corridors

Air travel is a significant means of tourist transportation into the Region from other centres, but more importantly within the Region, as there are large areas with very limited road access. As previously outlined in this report, regular scheduled air service by the major carriers is available at Sandspit, Prince Rupert, Terrace, Smithers and Prince George with limited service to Houston. Improvements in terminal facilities and connections to communities are required in certain instances.

In order to provide access to the remote areas of the Region, non-scheduled and charter services will continue to grow in importance. With increased package tours to the major centres and expansion of specialized backcountry vacations, it is expected that the small aircraft services to the more remote communities, lodges/resort areas and wilderness parks, lakes and rivers will also increase. It must also be recognized that there is a growing recreational aircraft market in North America.

Some of the small centres that may receive a significant increase in small aircraft traffic include Atlin, Dease Lake, Fort St. James, Burns Lake and possibly Masset. Additional services and facilities may be required at these centres on a seasonal basis.

6.4.22.5 VIA Rail Service

VIA Rail provides a daily service from Prince Rupert along the Yellowhead route to Prince George and east to Edmonton. The train stops at all major centres along the route. As outlined in the Provincial Tourism Development Strategy, the link between Prince Rupert and Prince George is part of a larger loop tour connecting with Vancouver. In addition to the ferry/cruise connection with Vancouver/Port Hardy, the rail service may be used for one-way day trips to the Bulkley Valley Destination Area with return service to Prince Rupert by bus or a scheduled air carrier. VIA service to Prince Rupert or Prince George from southern British Columbia and Alberta/Eastern Canada is an initial leg in the development of package bus, cruise or Recreational Vehicle loop tours to northern British Columbia along the Stewart Cassiar or Golden Circle route. Some proposals that may be considered in improving the attractions of rail service through the Yellowhead 16 Tourism Region are outlined:

1. Create a market awareness of the existing year-round passenger rail service especially for package tour operators.

2. Improve the appearance and facilities provided in train stations as well as other passenger services. Information should be available at the train stations on the major attractions in the local area as well as the Region.

3. Promote a themed scenic rail trip along the Skeena and Bulkley Valleys linking Prince Rupert with Smithers, with return by charter/scheduled air or bus services. This loop tour would increase visitation to the Bulkley Valley.

4. Consider the opportunities for attracting alpine and heli-ski markets from the Edmonton market to Valemount and McBride areas. Package tours from the Edmonton market area to the McBride area may enjoy more popularity in the long-term as facilities in Jasper and other mountain parks become more heavily utilized. A weekend ski train to Smither's Hudson Bay Mountain may also be considered from Prince Rupert and Prince George areas.

6.4.23 Queen Charlotte Islands

The Queen Charlotte Islands have excellent potential for tourism development with two wilderness parks, a future World Heritage Park, excellent sport fishing and hunting resources, camping, hiking and horseback riding opportunities. The Haida heritage also provides extremely interesting attractions on the Islands. However, the area has very real constraints -- the limited transportation network, the rural isolated lifestyle, the inadequate water and sewer systems in established communities, the limited supply of support services, the shortage of labour and the environmentally sensitive areas.

The general guidelines for tourism development are:

1. Establish strict guidelines for the management and protection of landscape, biotic and archaeological resources, in particular, wildlife, sport fish and Haida artifacts.
2. Institute strict controls on shoreline development to maintain the unspoiled character of the inlets and to prevent pollution.
3. Limit tourism services and developments to specially defined centres.
4. Support commercial recreation/tourism services that complement the low-key, high quality, natural/wilderness-based image of the area.

6.4.23.1 Naikoon Provincial Park

This provincial park has been established as a natural environment park with wilderness camping, day use facilities on the northern shoreline beaches and an interpretive program centre at the southern entrance to the park. The park should continue its current management policies.

1. The day use facilities should continue to stress the natural and cultural resources of the park and region.

2. Essential services to visitors such as food, camping supplies should be supplied at local service centres which are in the immediate vicinity of the park. Masset, Port Clements and Tlell do serve these functions; however, they could be improved and expanded. Service campgrounds should be developed (water, pit toilets, etc.) to accommodate increased R.V. traffic.

3. The expansion of existing equestrian facilities should be investigated in terms of marking additional trails, terminal facilities and increased marketing.

4. Trailer and R.V. campgrounds should be established at Tow Hill and near Tlell. Further analysis is required to determine the optimum capacity for these campgrounds.

5. To accommodate boat tours from Port Clements a docking facility/marina should be improved with a small booth open for visitors information and local attractions and events.

6. At Tlell, develop a lodge facility to cater to horseback riding, fishing, hunting and hiking.

6.4.23.2 Port Clements Local Service Centre

Port Clements is the first town encountered on Masset Inlet from the ecotour route. The scenic and aquatically productive inlet provides a potential recreational water-based attraction.

1. A scenic boat cruise focussed at Port Clements should be developed to take visitors around Masset Inlet and north to Masset. An interpretive explanation of the geological, geomorphological and other environmental features would be an excellent program on the tour.

2. Food and roofed accommodation services should be developed to serve the visitors waiting for the scenic cruise. Quality foods and services with an ethnic and cultural ambience would assist in making Port Clements an attractive stop for tourists.

3. Marinas should be developed to include boat and fishing equipment.

6.4.23.3 Graham/Moresby Island Ecotour

The present transportation network is inadequate to disperse the tourist traffic on the Island to the various scenic attractions and tourist facilities. Part of the regional strategy is to control visitation to the Queen Charlotte Islands to short term use only, in recognition of the social, physical and ecological carrying capacity of the Islands. A modest scale of tourism facilities with a greater dispersion of the visitors to reduce the adverse impacts is recommended. By creating and improving the road network, these objectives can be realized.

1. Develop or improve the roads to form a loop system from Port Clements west to Rennell Sound and southeast to Queen Charlotte City.

2. Designate a day use site with facilities such as picnic tables, walking trails, scenic view points and litter containers on Rennell Sound.

3. The future highway improvements should be undertaken to provide further viewing opportunities with pull-offs and information signage at scenic and historic locations. The pull-off and picnic areas should be designed to accommodate bus tours but still retain the natural character of the sites.

4. A major interpretive centre is to be located at Queen Charlotte City, the "Island Gateway" to disseminate tourist information to Island visitors. With better knowledge of the Islands, visitors will make better decisions regarding destinations which best suit their expectations. Furthermore, they will visit more sites, thus reducing the impact on the more common destinations.

5. Since the western loop of the scenic travel route is owned and heavily used by the forest industry, conflicts are inevitable. Mechanisms for co-ordination and co-operation of the various forest companies and government agencies should be key components of future planning studies.

6.4.23.4 Queen Charlotte City Local Service Centre/Island Gateway

Queen Charlotte is strategically located as the "Island Gateway". The ferry from the mainland docks immediately south of Queen Charlotte City. Because of the sensitivity of the Islands socially and environmentally, and the limited capacity of overnight accommodation and essential services, it is felt that the provision of this of ferry service was premature. It is desirable to retain some control over the number of visitors to the Islands and their duration of stay (preferably short term). Queen Charlotte City is to become the primary Island service centre and gateway to the other resources on the Islands. Since it is the only link from Graham Island to Moresby Island and is at the "Mile O" line of the Island road network, it will have to provide the primary role for the range of services such as the focus for package bus tours, an interpretive centre and a central craft guild. The following are the planning concepts that will enable Queen Charlotte City to fulfill its tourism service function.

1. Develop a comprehensive official community plan which places the tourism service function into a long term development strategy and takes into account other Island issues regarding carrying capacity.

2. An interpretive centre should be established to disseminate tourism brochures and brief audio-visual programs of the cultural and natural history of the Islands. The centre should be situated close to, but not at, the ferry docking facility in order to alleviate traffic congestion.

3. Upgrade and expand the hospitality services in the community including roofed accommodation, food services and information in keeping with its position as the Island Gateway.

4. Establish a major bus tour terminal and initiate ecotours of the Island's resources.

5. Explore with local cultural groups the presentation of local culture, including historical interpretation of artifacts, demonstrations of craft production and sales of local handiwork. Creating a unified craft guild will ensure the long term survival and quality of the establishment.

6. Improve the municipal infrastructure (water and sewer) to accommodate more tourist traffic and meet local municipal requirements.

7. Develop a fully equipped small craft harbour with permanent and temporary moorage and yacht chartering facility including the full range of boat service, storage and repair requirements. The yachts should be equipped for extended week trips.

8. Expand the guiding and outfitting services to both marine and terrestrial activities.

6.4.23.5 Skidgate Provincial Tourist Attraction

Skidgate Village is located near the proposed B.C. Ferry terminal, consequently all cars heading north would pass through or near the community. Haida Band members are concerned that rapid growth in tourism could create adverse effects on their community, archaeological artifacts may be damaged and burial grounds may be desecrated. Skidgate Museum is to become an important tourist attraction due to its proximity to the ferry terminal. Tourism development concepts are:

1. Continue to develop the Haida museum to include more Native Indian crafts and styles and an interpretive program to promote a greater appreciation of local culture.

2. Create special legislation and enforce existing laws to protect archaeological sites and burial grounds, artifacts and wild foods.

3. Prepare a socio-economic impact study concerning the effects of the ferry on the village community. Appropriate mitigative measures will have to be acted upon quickly.

4. Develop close liaison with the Haida Band to encourage their involvement in the process of tourism planning and developing implementation strategies.

5. Develop marina type services to support boating, fishing, diving and beach combing activities.

6.4.23.6 Masset Local Service Centre

The town has developed around a military base and a long established Haida community; social segmentation has occurred in the community. As the most northern community on the Queen Charlotte Islands, it serves as a centre for essential services to users of the proposed Tow Hill campground in Naikoon Provincial Park and provides other services for visitors travelling the scenic tour route. The specific development concepts are:

1. Modest roofed accommodations with food services should be expanded and developed to meet the scenic tour traffic. The type of clientele which will be attracted to the area are expected to be short-term visitors who have moderate to low expenditure patterns.

2. Develop marina services to complement the Port Clements-Masset Inlet scenic tour.

6.4.23.7 Sandspit Gateway Airport

Sandspit contains one of two airports on the Queen Charlotte Islands (the other is connected to the military base at Masset). It is the only link from Moresby Island to the mainland other than by ferry via Queen Charlotte City and Alliford Bay. Much of Moresby Island has been proposed for wilderness park status and the regional strategy plan supports this designation. Sandspit is to become a service centre to house the administration services of the park and to cater to the fly-in wilderness sportsmen using Moresby Wilderness Park and anglers drawn by the international class salmon sport fishing area southeast of Moresby Island. These visitors are seeking high cost quality package guided trips. The planning concepts are as follows:

1. Adequate transportation system should be developed from the airport to roofed accommodation facilities (lodge).

2. Develop food service and quality lodge accommodations in a rustic style building with food services, sport equipment sales or rental, and conference rooms for orientation meetings.

3. Upgrade campsites to accommodate recreational vehicles.

6.4.23.8 South Moresby Wilderness Park

The proposed park will be in a remote setting in the mountainous terrain of the Queen Charlotte Ranges. It includes unique wildlife and vegetation communities and offers rugged recreation capabilities to the increasing worldwide markets for challenging and adventurous vacations. The park's characteristics provide an opportunity for a high quality experience for this elite market group. In addition, Anthony Island Provincial Park, located south of Moresby Island, has been dedicated as a World Heritage site.

1. To conform with the objective of a wilderness park, small groups only should be permitted within the park at any one time.

2. Entrance into the park should be monitored by a permit system where the park authorities can regulate the number and purpose of visitors, ensure safety precautions are enforced, and distribute additional interpretive information about the park.

3. The modes of travel within the park shall be restricted to traditional means.

4. Access to Anthony Island will be restricted in order to protect the highly valuable cultural resources until such time as adequate preservation and stabilization work has been carried out.

6.4.24 Stewart Local Attraction/Service Centre

Located at the north end of the Portland Canal close to the British Columbia - Alaska boundary, Stewart has several diverse historical sites of significance. Recognizing its location relative to road and water routes, Stewart should be developed as a destination tourist attraction for water and land-based traffic. Emphasis must be placed on the unique attributes of the community.

1. Develop and support cruise or cruise/excursion tours in the Portland Canal from Prince Rupert with a loop route through Terrace. Moorage facilities should be provided and include shuttle service in town.

2. Support theme efforts based on the "Gateway to Alaska" image. The popular local attraction of Hyder should be acknowledged and integrated into the theme.

3. Support restoration and establishment of the Stewart Historical Society and especially a heritage village concept.

4. Several interpretive trips of varying length could be developed based on the previous mining developments. Hiking and riding trails should be improved and clearly marked.

5. Existing ski facilities should be maintained with modest improvement.

6. Upgrade and expand food and accommodation requirements to meet the needs of auto and bus touring markets. These facilities should be of medium quality to meet the needs of those for whom the area is a destination and those touring in the Region.

7. Increase the supply of cruise/drive rentals especially for excursions north of Stewart.

8. Develop guided tours of the icefields and overnight mountain outings.

6.4.25 Highway 37/Stewart-Cassiar "Golden-Circle" Route (see Drawing 3).

Highway 37 serves the residents of the immediate areas and is, in addition an interprovincial corridor and link to the North American highway network. The highway requires upgrading in order for it to be safe and reliable and to attract more travellers to the area's unique scenic and wilderness resources.

1. Establish a co-ordinated land use and development tourism planning strategy for the corridor.

2. Develop a common theme, possibly "The Wilderness Road" concept, to promote the opportunities for wildlife viewing and hunting, backpacking and canoeing/rafting. This could be achieved by interpretive pamphlets, signage and architecture.

3. Establish pull-off stops for emergencies, the enjoyment of vistas, wildlife viewing etc., which are evenly spaced along the route.

4. Promote side/day trips to local tours of mines, guided hiking/fishing/hunting trips, photo safaries, rafting etc.

5. Develop a close liaison with residents and operators of the area for their involvement in the planning and implementation phases.

6. Eventually develop links to cruise ship tours for package bus trips along highway 37. The services in local service centres should expand as demand increases.

7. Co-ordinate the tourism development strategy with the mining and forestry interests in the area to avoid land use conflicts and promote local tours of mining operations.

8. The circular route would increase travel on the Highway 37 corridor. Travellers should be encouraged to drive north on Highway 97 to a destination in the Yukon or Alaska and then return by Highway 37 or vice versa.

9. Promote the circle route concept through travel pamphlets, co-operation with other agencies and travel campaigns.

6.4.26 Nass Basin Wildlife Viewing Area

There are many scenic views and attractions in this area, including the 120 m wide gorge, the spawning runs of Dolly Varden, steelhead in the fall, and waterfowl viewing. A constraint to the development of this area is the potential for a grizzly bear problem.

1. Develop the pull-off area into a picnic and vista site. Interpretive signs should be erected which explain the sights of the area and they should be designed according to the Highway 37 corridor theme.

2. Examine the means to avoid potential grizzly problems; solutions may include modifying the use of the facility to a pull-off area with no picnicking opportunities and bear proof garbage cans; visitors should be made aware of the bear problem.

6.4.27 Meziadin Lake Park/Campground

Meziadin Lake is to become a primary recreation service node because of its excellent potential for many types of recreational activities, especially water-based; it is accessible by float plane and has an excellent location with access to and from Highway 37 at the junction to Stewart and the coast. A strong market potential exists consisting of residents in central British Columbia and cruise ship/ bus package tours. Of course, with the excellent fishing for salmon and Dolly Varden, fly-in fishing excursions are popular.

1. Upgrade the existing campgrounds with washrooms, picnic tables, running water and semi-enclosed cooking shelters to take advantage of the R.V. and other highway traffic.

2. Promote fly-in fishing/hunting tours with plane docking facilities, campgrounds and boat rental available. Tour operations could be approached to provide the outfitting services and the local service centre of Stewart can serve the visitors with such items as necessary food supplies and boat rentals.

6.4.28 Stikine Plateau Extended Stay Area

6.4.28.1 Dease Lake Local Service Centre

This small community of approximately 100 people contains the essential services including a motel, restaurant, grocery store, post office and gas station as well as an RCMP detachment. Another important service facility is the Dease Lake air field with fuel storage and the capacity to serve light fixed-wing aircraft. It provides regular air connections to Cassiar, Telegraph Creek and Terrace. Dease Lake is to become an important service centre for the Stewart-Cassiar Highway providing essential services to the travelling public and a step off point to other wilderness recreation expeditions, wild river raft trips, fishing and big game hunting (sheep) trips as well as local historic attractions like Laketon (now a ghost town), and an 1837 Hudson's Bay Post With an upgraded Highway 37, the number of travellers and commercial traffic will increase. To best serve these needs, the following concepts are presented.

1. Upgrade and expand the roofed accommodation and food services base to meet the needs of the travelling tourists and the specialty needs of the wilderness enthusiasts, trophy hunters and sport fishermen. It is important that the developments do not go beyond satisfying the present needs since the local community will have to support these services for a major portion of the year when tourist requirements are minimal. In

the future, as demand and the need presents itself, facilities to accommodate a large number of people such as bus tours should be developed.

2. Upgrade the gas station/garage facility and expand as the demands increase. In this remote, relatively isolated area, it is essential to have a reliable fuel supply and garage support at regular distances along Highway 37.
3. Promote the area for big game trophy hunting, photo safaries and wilderness backpacking, emphasizing the local guiding and outfitting services which are available and air connections to the area. The activities should be developed to complement the facilities in Smithers and co-ordinated with the Region.
4. Upgrade and expand the airport to attract more fly-in tours and package hunting/fishing/wilderness trips.
5. Provide adequate signage promoting the services of the community. The design should be consistent with other signs on the Highway 37 corridor.

6.4.28.2 Grand Canyon of the Stikine

Over a stretch of approximately 80 kilometres, the Stikine River has eroded a 670 metre deep, 150 metre wide canyon and created a most impressive landscape known locally as the "Grand Canyon". An independent airline operates out of Iskut and provides a one-hour tour of these features, the lava cones and glaciers in the area. This provides a major attraction node.

1. Develop management guidelines to protect the recreational, wildlife and scenic capabilities of the canyon. Develop access/egress points with hiking trails which are safe and controlled.

2. Provide adequate and aesthetically pleasing interpretive signage as part of a site plan.

6.4.28.3 Stikine River Wilderness Rafting Route

The wilderness river rafting provides an adventurous experience for white-water enthusiasts. At present two operations, one Canadian and one American, offer 10 to 14 day, 459 km wilderness trips on the Stikine, rated as a wild river.

1. Designate the Stikine River as a wild and scenic waterway with management guidelines to protect the recreational and scenic qualities of the valley.
2. Determine the carrying capacity of the river for rafting and ensure adequate management of the access and egress points. Ensure land use controls at the access and egress points to safeguard rafting operators.
3. The consultants regard the development of the Stikine and Iskut Rivers for hydro-electric power as detrimental to the social and environmental character of the area as well as to the tourism industry. Any possibilities for reservoir recreation, already over-abundant in the province, would be far less than the tourism/recreation, fish and wildlife values of the river system in its natural state.

6.4.28.4 Kinaskan Lake Park/Campground

This area is to become an important service node due to its natural opportunities created by a chain of inter-connected lakes (45 km). B.C. Parks have proposed the development of a provincial park campground at the lake with over 50 sites as one in a series of recreational areas along the Cassiar Highway. Is also has potential for float plane access.

Visitors will be attracted to this scenic area and will take advantage of the numerous day trips and activities in the immediate vicinity (boating, fishing, hiking, etc.). Communities such as Eddontenajon and Iskut will serve the needs of these visitors for groceries, gas and a post office.

1. Prepare a master plan outlining the areas best suited for camping facilities and boat launches, and indicating important landforms, vegetation and wildlife features to be protected within the park. Establish recreational carrying capacities for the park's various eco-systems (especially the capacity of the lake).

2. Encourage the involvement of local residents in the operation and maintenance of the park and possibly employ them as guides to the significant cultural, historical and ecological features of the park and immediate area.

3. Develop a loop system of walking/snowmobile, cross-country ski trails with day-use picnic areas.

4. Promote use of area for fly-in fishing/hunting activities.

6.4.28.5 Mount Edziza/Spatzizi Plateau Wilderness Parks

These parks provide the ultimate in wilderness camping experience. Access is limited and the service communities like Dease Lake and Telegraph Creek will perform the service function for package guided trail riding excursions and outfitting for the non-consumptive activities like wildlife viewing, mountain climbing, landform studies and photography.

1. Develop/implement park master plans to guide the future land use designations, recreation management options regarding land access, modes of travel, and designate compatible and incompatible activities in the parks. It is likely that road access

will eventually be provided to Mt. Edziza Park. However, the Spatsizi Plateau Wilderness Park should be maintained as a roadless area in perpetuity.

2. Develop guidelines concerning man-wildlife conflicts such as grizzly bear problems and the continuation of hunting within the parks.

3. Establish a network of hiking/cross-country ski trails and system of primitive alpine huts throughout the park.

4. Develop Telegraph Heritage Trail; provide an interpretive site/signage on Highway 37.

6.4.28.6 Telegraph Creek Local Service Centre

This centre was an important community along the Telegraph Trail (built in 1865) to Atlin and the Klondike gold fields. The trail is still well defined and over the years it has been used by prospectors and trappers. Today, hikers, rafters and other outdoorsmen use it for access to wilderness lakes and rivers. It was formerly the head of navigation on Stikine River and once a telegraph communication terminal; the rural setting along the Stikine River still remains as it was a century ago. Services available are a gas station, store and regular air connections with Terrace, Dease Lake and Cassiar. This community is to provide the necessary services for the travelling public.

1. Upgrade roofed accommodation and food services to meet the present needs. Since this community is 125 km from the main highway 37, the demands will be low for accommodation facilities.

2. Manage the area for big game hunting emphasizing the expertise of local guides.

3. Promote the area as a stepping off point to wilderness areas such as Mount Edziza and Spatsizi Plateau Wilderness Parks and Stikine rafting trips by expanding the local outfitting services which are co-ordinated for the Region.

6.4.29 Cassiar Local Tourism Attraction

Cassiar with a population of about 2,000 people, is a relatively large mining community just south of the Yukon/British Columbia border. The tourism market will be attracted from the Yukon as well as from travellers on Highway 37. Within Cassiar, the asbestos mining company conducts tours of the mine and mill during the summer months. This type of activity is generally a minor tourism generator; however, a broader range of tours to other mines in the area linked with community events evoking an atmosphere of the early mining days would attract and detain travelling tourists.

In addition to these tourism items, the town has some of the necessary services to support moderate tourist traffic including roofed accommodations, camping facilities nearby at Boya Lake Provincial Park, cafes, and gas stations offering minor repair services. It has daily bus service to Watson Lake and connecting jet service to Whitehorse or Edmonton and Vancouver.

1. Broaden the range of tours to other mines in the area such as the Ericson Gold Mine and include abandoned operations and ghost towns. Brochures providing a map and brief interpretation or package mini-bus tours should be established to meet the demand.

2. With mine and interpretive tours, food, gas, accommodation facilities and jet service, Cassiar will serve as a tourist service centre as well as a stop-off point along the Stewart-Cassiar highways.

3. Co-ordinate with Yukon Tourism the facilities and range of attractions to be provided to compliment services across the border (e.g. Watson Lake).

6.4.30 Boya Lake Provincial Park/Campground

The mountain scenery and lake setting provide for an excellent camping experience. In the vicinity, one can enjoy hiking, fishing, and hunting as well as take part in tours of local mining operations near Cassiar. It is to become a primary service node in the long range strategy for B. C. Parks.

1. Develop additional campsites to the existing sites to the south and west of Boya Lake. Since development is constrained by the lack of suitable land, a master plan should be undertaken and implemented.

2. The essential services required at the campground are running water, possibly washrooms (pit toilets adequate) and adequate signage for clear visibility on the highway. Since the major traffic is self-contained recreational vehicles, electrical outlets should be provided. As the demands change, group camping facilities should be developed.

6.4.31 Alaska Highway

After the Alaska Highway crosses the Continental Divide between those rivers that drain into the Arctic Ocean via the MacKenzie River system and those that drain into the Pacific Ocean via the Yukon River system, the highway dips into British Columbia for a distance of approximately 670 km. Although this stretch of highway is in British Columbia, the planning of the Alaska Highway corridor will be guided by the recommendations in the Southern Yukon Tourism Study and Peace River/Alaska Highway Tourism Regional Plan (see Drawing 3).

1. Co-operate with the representatives of Yukon Tourism to continue to provide input into their Southern Yukon Study.

2. Develop signage and pull-off areas for emergency purposes and scenic vistas; conform with the design guidelines; support the involvement of the local community.

3. Support a systems planning approach to the Stewart-Cassiar and Alaska/Highway "Golden Circle" Route.

6.4.32 Atlin Local Service Centre/Heritage Attractions

This northern community is located in the extreme northwest corner of British Columbia. Its close proximity to the Yukon requires that the tourism planning strategy for Atlin and the regional resources should compliment the strategies in the Southern Yukon Study. Atlin is accessible by road and air. The Atlin-Yukon Highway provides an all weather road to Whitehorse. The airfield currently has the capability to serve small to medium sized aircraft traffic; however, an expansion of the runway is proposed to increased it from 975 m to 1,524 m. In addition, float planes, ski planes and helicopters can fly in and out of Atlin at the waterfront. Atlin is to become a key local service centre with its broad range of services such as hotels, cafes, trading post and wilderness charters and outfitters and general store. In addition, Atlin and its adjacent region is gifted with a large number of highly visible local historical resources (paddle-wheelers, community buildings, the ghost town of Discovery and an old cemetery), remnants of the Klondike gold era. The natural environment attributes of the area provide scenic vistas and nature study of the Grotto, Llewellyn Glacier (one of the largest icefields in North America) and Atlin, Tagish, Marsh and Surprise Lakes.

The following activities are just a few of the many opportunities available to tourists and for promotion by Atlin: wilderness canoeing, kayaking and mountain climbing; picnicking, nature study walks, scenic viewing, photography; fishing and hunting; and the diverse historic and cultural features of the area.

1. Develop a tertiary level tourism plan that is co-ordinated with the Southern Yukon Study.

2. Promote the tourist attractions and services not only for Atlin, but for the regional resources as well.

3. Develop management guidelines to protect the significant natural resources and to restore and conserve the historical and cultural features of the community in light of future resource problems.

4. Continue the support and enforcement of community design and aesthetics for a historical setting in the period of 1898 to 1910. Promote the salvage and stabilization of heritage resources such as the sternwheelers (e.g., Tarahne) and historic buildings, by creating a heritage restoration fund from resource development royalties.

5. Develop high quality roofed accommodations and food services to meet the demands for exclusive speciality groups. The design of facilities should be co-ordinated with the Atlin's architectural theme.

6. To support the existing historic theme for Atlin, organize summer events (Heritage Days).

7. Upgrade public campgrounds at the north end of the village to provide electrical hook-ups, sewage disposal system and an information centre to disseminate interpretive information about the area.

8. Promote the involvement of the Atlin Native Indian Band and local residents in Atlin and the surrounding area. The continuation and expansion of local arts and craft establishments should be encouraged.

9. Expand and promote the fly-in wilderness and hunting package trips by promotional brochures at camping equipment suppliers.

6.4.33 Atlin Wilderness Provincial Park

In 1973, the British Columbia Parks Branch designated much of the mountainous icefield and Llewellyn Glacier as a wilderness park. When the long-range master planning for the park is completed, certain small scale developments will attract increasing numbers of visitors arriving from southern British Columbia.

1. Develop pull-off areas with picnic tables, garbage cans, and interpretive signs. The design of these facilities should be co-ordinated with the Atlin-Yukon Highway corridor.

2. Expand the guided/outfitting charter services in Atlin to include glacier climbing, water access scenic tours and establish fly-over tours.

6.4.34 Bennett-Whitehorse-Haines Junction-Skagway Loop Tour

An interesting multi-mode loop tour in northwestern British Columbia involves travel in the State of Alaska, Yukon Territory as well as in two separate sections in British Columbia.

The route as outlined in Drawings 2 and 3 could involve a historic ride on the White Pass and Yukon Railroad, a hike through Klondike Gold Rush National Park, bus or car travel in the Yukon Territory from Bennett, British Columbia and along the Alaska Highway through Whitehorse to Haines Junction. The route continues south along Highway 3 in the Yukon and into British Columbia along Highway 4 and over Guardsman Pass. This high mountainous region includes a number of glaciers and snowfields and provides excellent opportunities for scenic viewing of wildlife. The southern portion of the loop passes through the State of Alaska (Highway 7) to Haines. From this point, the tourist must travel by ferry up Taiya Inlet to Skagway.

It is recognized that much of this loop is located outside of British Columbia and therefore future planning should be undertaken in conjunction with the State of Alaska and the Yukon Territory. At the present time, the only British Columbia community to receive any significant benefit as a result of tourists travelling the route is Bennett.

6.4.35 Chilkoot/White Pass International Heritage Trail

Skagway was and still is the "Gateway to the Klondike". In July, 1897, the first steamboat delivered prospectors to Skagway on their way to the Klondike gold rush. From Skagway and Dyea, a 56 km well marked trail to Bennett has been established as the Klondike Gold Rush National Historical Park by the U.S. National Park Service. Although most of the economic spin-off effects will occur in Skagway, there are future opportunities at Bennett.

1. Public agency cooperative planning efforts are urged to develop a co-operative management program of the historical resources of the gold rush era so that the international aspects of this tourism attraction can be realized.

2. Develop campsites in the British Columbia section of the trail with only minimum facilities; and co-ordinate planning with the United States Department of the Interior.

3. Restore the historic village at Bennett to act as the terminal point of the trail. This should be undertaken with the support and involvement of the local community.

6.4.36 White Pass and Yukon Railroad Klondike Historic Corridor

The White Pass and Yukon Railway is a narrow gauge privately owned railway which links Skagway, Alaska, with Whitehorse, Yukon Territory. Although the railway was originally designed to open up the mining riches of the Klondike and to aid in transportation of the men and supplies for the gold rush in 1898, today it is used for the shipment of freight and mining concentrates. With the completion of a parallel highway its continued economic viability is in doubt. Its tourism potential comes from the 50,000 visitors it takes on the '98 trail. On the way to Whitehorse, the train stops at Bennett for lunch. In addition, special excursion trips operate from Skagway to Bennett and return to cruise ship charters established in the Alaska corridor. A separate loop tour, as outlined in Section 6.4.34, includes the White Pass corridor in a travel loop through British Columbia, the Yukon Territory and Alaska. As previously noted, the following concepts should be examined in a systems approach to tourism planning in concert with proposals in the southern Yukon.

1. Develop high quality accommodations and food services to encourage the cruise ship clientele to extend their visit at Bennett.

2. Schedule major Klondike activities to coincide with cruise ship tour arrivals.

3. Develop and upgrade non-roofed camping facilities near Bennett to take advantage of the wilderness hikers on the Chilkoot/ White Pass Heritage Trail.

4. Prepare a conceptual plan for a Pioneer Square Visitor Centre as part of a complimentary unit with the United States Department of the Interior. The community should be involved in the planning, construction and operation of the Centre.

6.4.37 Tatshenshini Wilderness River

The Tatshenshini River, in extreme northwestern British Columbia, is currently receiving heavy use during July and August for commercially operated river rafting. The river has become, in recent years, internationally renowned for its excellent water conditions for rafting and for spectacular mountain landscapes of the St. Elias and Alsek Ranges through which the river passes. It should be recognized that the trip commences at a known access point near Highway 3 in the Yukon Territory, passes through British Columbia and terminates at a tidewater site on the Pacific in the State of Alaska.

At the present time the Tatshenshini River is heavily used by rafters and the trip is approximately 10 days in length covering over 200 km. A recent survey indicated there were over 15 American outfitters using the Tatshenshini River.

1. Designate by federal, provincial, and state statute a river management program for the protection of the Tatshenshini River.
2. Manage the river and its surrounding landscapes (especially access and egress points) with special land use controls so that adjacent activities and developments do not detract from the river running experience.
3. Establish recreational and bio-physical carrying capacities to ensure the continued use and appeal of the river for both commercial and public users.
4. Ensure licensing of all operators on the river.

6.4.38 St. Elias Roadless Recreation Area

It is proposed that this wilderness area located on both sides of the Highway remain as a roadless area. Recreational activities will be limited to river rafting along the Tatshenshini River, sport fishing and big game hunting, scenic viewing from the highway corridor and a limited number of special expeditions to mountain glaciers. The southwestern section includes a number of major glaciers, some of which extend into Glacier Bay National Monument, Alaska. Scenic charter flights from Atlin could be made available and would involve a two to three hour flight. Land-based activities in this are constrained by the harshness of the landscape and the frequency of grizzly bears in this specific area. Special interpretive signage regarding the grizzly would be appropriate along Highway 4.

6.4.39 Backcountry Routes

The shape of the Yellowhead 16 Tourism Region stretching along Highways 16 and 37 is conducive to the development or use of backcountry routes. A large number of forestry and other resource roads are open to the public at specific times and are used by local residents and others in gaining access to specific lakes and rivers.

Because of the relatively low urban population within the Region and easy access to the backcountry, there is little need to designate specific routes for this type of recreation. Further, it is unlikely that designation of several backcountry routes would add significantly to increased tourism in the Region. Notable exceptions, however, occur in the areas between Houston and Burns Lake, along Francois Lake and the road linking Terrace, the Aiyansh lava flows, the Nass Basin and Kitwanga. In these areas it would be appropriate to prepare a brochure outlining highlights of the routes (e.g., trails, campsites, lodges, wildlife viewing areas, geological features and historical facts).

6.4.40 Resource Management Requirements

As a result of the diversity and size of the Yellowhead 16 Tourism Region there are a number of existing and pending resource management problems and concerns. Many of the communities have been developed on a resource extraction basis with the result that tourism has not necessarily played a role in the development of the communities. In order for tourism to realize its potential in the Yellowhead 16 Tourism Region certain long term resource management plans will need to be prepared and implemented. Some specific concerns relate to the protection of sport fish and big game populations, maintenance of scenic corridors along major highway and marine corridors, hydro reservoir developments, scenic value of flora and fauna and others.

Experience to date clearly indicates that greater attention must be given to the needs of the tourism/recreation industry through an integrated resource management approach by all agencies and resource users if the potential economic benefits of this industry are to be fully realized. Further, an integrated approach is required to compensate for existing/potential declining employment in other resource sectors.

1. Tourism/recreation needs must be given full consideration in new and continuing resource utilization projects and management plans.

2. Visual and scenic landscape values must be protected and in certain instances enhanced throughout the Region, especially along the major highway and marine corridors as well as specific lakes.

3. Greater consideration must be given to fish and wildlife management objectives by all other resource management agencies, and in land use and development planning. Any

perceived loss in these significant resources by tourists would have a major economic impact on the industry.

4. Prepare specific management policies/regulations to protect fish/game population on the Queen Charlotte Islands for use by the Island residents.

5. Continue management policies/programs for existing and proposed parklands. Determine capacity of wild and scenic rivers for commercial river rafting to maintain a high quality experience.

6. Restrict or limit where appropriate future reservoir development that will have a significant and long term impact on tourism resources.

7. Prior to the "opening-up" of new areas by road or marine access, undertake appropriate planning investigations to determine optimum approach and then develop infrastructure required to meet the requirements of tourists without long term impacts to the resource base.

8. Undertake an integrated resource management approach to planning throughout the Region with tourism playing a vital role in determining the optimal utilization of the various natural resources and protection of landscape values.

6.5 Summary of Key Development Proposals

The following is a summary of the development proposals for the Yellowhead 16 Tourism Region:

- Establish a regional tourism destination area, centred on the Bulkley Valley and include the communities of Smithers and Hazelton as the primary service centres.

- Establish the Grand Canyon of the Stikine - Kinaskan Park - Mount Edziza Park are as an Extended Stay Area primarily for backcountry/wilderness activities.

- Establish two outdoor recreation areas, one centered on Francois Lake, the second on the lake country of the Fraser Plateau.

- Designate the Yellowhead Highway as a provincial travel corridor with a distinctive outdoor recreation and Pacific Northwest theme.

- Strengthen the role of Prince George as Provincial Service Centre/Gateway with expanded convention and other service attractions. Expand seasonal attractions at ski areas in Prince George as well as urban day use attractions that will be of interest to the travelling public.

- Establish Prince Rupert as a regional service centre and Pacific Gateway to the Yellowhead 16 Tourism Region. Expand tourism attractions at this transportation centre based on maritime theme, cannery tours, Mount Hayes, sport fishing charters, waterfront development and native culture.

- Upgrade facilities and four-season attractions at Smithers and Hazelton including extending streetscape improvements and preservation/enhancement of heritage buildings, expansion and interpretation of Native Indian cultural attractions, completion of Hudson Bay Mountain Ski Resort, addition of new water and land-based events, a backcountry terminal and a ranch vacation program in the Bulkley Valley.

- Local tourism service centres to be developed include Valemount, McBride, Vanderhoof, Burns Lake, Houston, Terrace, Dease Lake and Atlin.

- Expand ferry service along the west coast and increase small craft marina services. In the immediate future, limit both passenger/auto ferry to the Queen Charlotte Islands and undertake planning/development of hospitality services to meet future requirements. Establish a loop ecotour on Graham and Moresby Islands.

- Preserve/enhance Klondike heritage resources and interpretation associated with the White Pass - Bennett area and the Atlin community.

- Continue to investigate the feasibility of re-opening the Lakelse Lake Hot Springs resort as a destination, four-season resort catering to the convention, package and pass-through markets.

- Continue to develop the historical resources at Fort. St. James.

- Upgrade tourism services such as food, fuel and accommodation in the service centres, with specific attention to the needs of package tour traffic on the regional loop tours.

- Major visitor orientation centres to be established on Highway 16 near the Alberta/British Columbia border (Jasper/Rearguard Falls) and Prince Rupert.

- Encourage specialized tour groups to utilize the Region's remote/backcountry resources. Undertake appropriate management plans to maintain hunting/fishing harvests and preserve the wilderness parks in their natural state.

- Encourage increased non-consumptive backcountry expeditions.

- Assess the suitability of the Fraser River below Prince George and the Skeena River below Hazelton for scenic tour boat attractions. Complete the necessary waterfront requirements.

- Designate the Fraser River, Skeena and Bulkley as recreational waterways and prepare appropriate management plans. Similarly, designate a number of wild and scenic rivers including the Stikine and Tatshenshini Rivers and undertake management plans to support their use for commercial river rafting.

- Upgrade landing strips and water bases to accommodate increased air traffic for backcountry expeditions.

- Establish a series of regional loop tours utilizing the existing road network, each with a distinctive theme based on interpretable special resources and features. Consider marketing the Stewart - Cassiar Highway with the Alaska Highway "Golden Circle" Route. Upgrade the road between Terrace and Highway 37 through the Nass River basin to highway status.

- Develop a specific marketing theme for the Stewart - Cassiar highway and upgrade service facilities along the corridor to meet package tours and the "rubber-tire" market requirements.

- Designate that section of the Skeena River Valley between Terrace and Prince Rupert as a scenic drive. Establish an ecotour connecting Masset, Queen Charlotte City and Sandspit.

- Examine feasibility of the "floating lodge" concept along the west coast to increase commercial sport fishing opportunities on a four-season basis.

- Develop sport fishing/big game hunting terminals at selected communities including Fort. St. James, Dease Lake, Burns Lake and Smithers.

- Encourage the development of a Canadian Fjord/Island Cruise Ship tour along the west coast to Kitimat, Prince Rupert, the Queen Charlotte Islands and possibly Stewart.

- Co-ordinate planning in the northwestern corner of the Region with Yukon Tourism and the State of Alaska in an attempt to ensure a cost-effective means of ensuring market requirements/ expectations.

APPENDICES

APPENDIX 1

TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the Province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass Area.

6. Extended Stay Area

An area that has high volumes of pass-through traffic and a considerable variety of partially or undeveloped tourist resources. Development efforts are to be focussed on providing attractions to capture some of the tourist traffic and extend their length of stay by half a day or overnight. This designation is often a transitional phase with the area gradually developing as a destination area or a resort community in the long term planning horizon.

7. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

8. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

9. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and qualities of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

10. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and qualities of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilties. Examples of such centres include Cranbrook, Kelowna and Prince George.

11. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

12. International Gateway Centre

A population centre where overseas tourist enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a complete range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

13. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

14. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the region. For example, Kimberley/Cranbrook and Nanaimo.

15. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

16. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

17. Scenic Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours etc. can take a day or longer to complete.

18. Recreational Waterway

A river-lake-canal corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

19. Historic Waterway

A river-lake-canal corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent capability for history interpretation and associated recreational activities.

20. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

21. Wilderness River

A river and its surrounding valley lands that are virtually in a pristine natural state with little evidence of human activities except of an historical nature. The river must have significant scenic and recreational capability and be navigable for at least three months of the year. Only non-motorized boating is permissible.

22. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts:	Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.
b) Winter Resorts:	Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.
c) Alpine Ski Area:	A commercially operated winter recreation area primarily focussed on the provision of downhill skiing opportunities with a variety of lifts, tows, skiable terrain and with base facilities. Limited on-hill commercial accommodation is available.
d) Year-Round Resorts:	A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

23. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

24. Tourism Event/Festival

A transitory man-made occurrence, celebration of activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/spectators).

25. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

26. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

27. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

28. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

29. Marine Park

Coastal areas in the high recreational boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

30. Wilderness Parks or Conservancies/Reserves/Nature Conservancies

A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.

31. International Market

Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).

32. U. S. Market

Residents of the United States of America having a propensity to travel to British Columbia.

33. Canadian Market

Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.

34. Provincial Market

Residents of British Columbia having a propensity to travel in British Columbia.

35. Regional Market

Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.

36. Local Market

Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

APPENDIX 2

THE INTERNATIONAL RIVER CLASSIFICATION

The following interpretation of the International River Classification is made by Canoe Sport British Columbia.

Grade 1

Easy. Waves small and regular; passages clear; occasional sand banks and artificial difficulties like bridge piers. Suitable for novices in closed canoes, kayaks and open Canadian canoes.

Grade 2

Quite easy. Rapids of medium difficulty; passages clear and wide. Occasional boulders in stream. Suitable for intermediate paddlers in closed canoes, kayaks and open Canadian canoes.

Grade 3

Medium difficulty. Waves numerous, high, irregular. Rocks and narrow (clear) passages. Considerable experience in manoeuvring required. Advance scouting usually needed. Canoes will ship water, and unless equipped with spray covers, will require frequent emptying. Kayaks must be equipped with spray covers. Suitable for experienced paddlers in closed canoes and kayaks, and expert paddlers in open Canadian canoes.

Grade 4

Difficult. Long rapids, powerful irregular waves; dangerous rocks, boiling eddies; passages difficult to reconnoitre; advance scouting mandatory; powerful and precise manoeuvring required. Spray decks mandatory. Suitable for expert closed canoes and kayaks only. Not suitable for open Canadian canoes.

Grade 5

Very difficult. Extremely demanding long and very violent rapids, following each other almost without interruption. River bed extremely obstructed; big drops; very steep gradient; advance scouting mandatory and usually difficult due to nature of terrain. Suitable for expert paddlers only in closed canoes and kayaks with specific whitewater training under expert leadership. Not suitable for open Canadian canoes.

Grade 6

Extraordinarily difficult. The difficulties of Grade 5 carried to extremes. Nearly impossible and very dangerous. Suitable for teams of expert paddlers only in closed boats at favourable water levels and after careful study, with fully trained and experienced rescue team in position. Not suitable for open Canadian canoes.

POOR

QUALITY

ORIGINAL